

DISTRIBUTION AND WAREHOUSING

Vol. 35, No. 7

July, 1936



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Selling

H. A. Haring

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John H. Frederick

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K. H. Lansing

Spotting Stocks in Cold Storage

H. A. Haring

The Parade of New Products

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Trunk Line Railroads Are Ordered to Cease Non-Compensatory Warehousing at New York

As this July issue of *Distribution and Warehousing* was about to go to press the Interstate Commerce Commission handed down its long-awaited decision in Ex Parte 104, Part 6—public warehousing's complaint against the storage and handling practices of trunk line railroads serving the Port of New York.

The highlight points in the Commission's ruling are set forth in the Washington Correspondence below. A more detailed story will appear in our August number.

—K. B. S.

(Washington Correspondence): The Interstate Commerce Commission has found charges for storage and handling in railroad-controlled facilities in the Port of New York to be non-compensatory, and has ordered the practice discontinued on or before Oct. 1.

This decision results from the inquiry under Part 6 of Ex Parte 104 and is an important victory for the warehouse operators of the area who had complained to I.C.C. that warehouses owned or controlled by the railroads or in which the carriers have financial interest were being operated in a manner which precluded the complaining warehouses from obtaining business, and that they could no longer meet the competition.

The Commission's order, which sustains its 1933 findings and brings the investigation up to date, is directed against the following carriers: Baltimore & Ohio Railroad Company; Central Railroad Company of New Jersey; Delaware, Lackawanna & Western Railroad; Lehigh Valley Railroad Company;

New York Central Railroad Company; and Pennsylvania Railroad Company.

Practices ordered stopped include:

1. Permitting shippers in interstate commerce to occupy space by lease or otherwise in warehouses, buildings, or on piers owned or controlled directly or indirectly by, or affiliated with, the respondents in the Port of New York district, at rates and charges which fail to compensate for the cost of providing said space.

2. Providing storage space in said warehouses, buildings or piers, to shippers in interstate commerce for commercial storage of goods at rates and charges which do not fully compensate.

3. Handling of goods at said warehouses, etc., for shippers in interstate commerce at rates and charges which fail to compensate for the cost of such handling.

4. Insuring goods stored in connection with commercial warehousing at less than the cost of providing such insurance. (This order does not apply to C. R. R.)

5. Publishing or maintaining tariffs which provide such service on a non-compensatory basis.

The Erie Railroad was further notified to cease, on or before Oct. 1, from subsidizing and granting concessions to the Seaboard Terminal & Refrigeration Company by means of excessive rentals paid for space leased from Seaboard.

Central Railroad of New Jersey was ordered to cease, within the same time limits, from subsidizing and granting concessions to the Newark Central Warehouse Company by means of non-compensatory rentals collected or received for the space leased.—(James J. Butler.)

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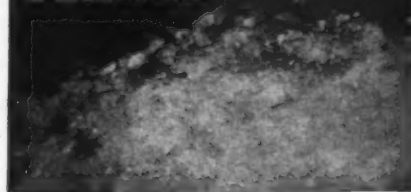


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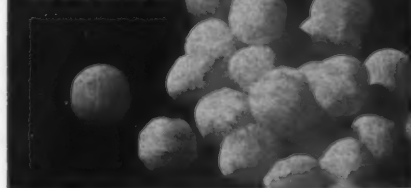
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It will interest you to know we have found the Internationals to be much superior to other makes operating in our fleet. The mileage on gasoline has been very good for these large units, averaging between eight and ten miles per gallon, and the repair upkeep has been extremely low, running between a half cent and one cent per mile.

The above are a few of the reasons why you have had these substantial orders from us recently. We are sure you must be receiving similar favorable expressions from other operators who keep accurate comparable cost records.

Yours very truly,

(Signed) L. N. Harter, DECATUR CARTAGE CO.

INTERNATIONAL TRUCKS

LCL



. . . *from the Editor*

Robinson-Patman Bill And Taxes on Stocks

President Roosevelt has signed the Robinson-Patman chain store bill having to do with elimination of price discrimination, special allowances, and attorneys for manufacturers and retailers are digesting it.

How will this new law affect distribution of goods through public warehouses? Suggestion is made that storage executives study it in relation to State and municipal taxes on goods in warehouses. This thought is advanced by J. A. Gerlin, traffic manager for The Bon Ami Company, Inc., New York.

"As I understand it," Mr. Gerlin writes, "shipments moving from warehouse stocks delivered or shipped into the State where the stocks are carried, as well as shipments to points out of the State, will be subject to the provisions of this bill. In other words, the Federal Government assumes that these shipments are interstate commerce.

"As you know, warehousemen have held that spot stocks are not subject to tax due to the fact that shipments are stopped in transit and are interstate commerce. The local and State tax authorities, however, have not agreed.

"I do not see how these shipments can be considered interstate commerce in one instance and not in the other. If the Federal Government considers shipments moving through warehouses subject to the Robinson-Patman bill, the State tax authorities cannot consistently take a contrary position and hold that such shipments are not interstate commerce.

"I think this is an opportunity that the warehousemen should not overlook and that this phase be given study and possibly a test case made in the Federal Courts if necessary.

"These taxes have been of considerable annoyance to manufacturers and it is my belief that a considerable amount of business has been lost to warehouses due to this levy. Furthermore, as States seek opportunities to collect taxes to meet their ever-increasing expenses, these taxes will surely increase and new ones will be added from time to time. It will be to the mutual benefit of the manufacturers and warehousemen if taxes on warehouse stocks are eliminated. Your magazine is the proper medium to bring this to the attention of the warehousemen and manufacturers."

Aside from the taxation phase, James J. Butler of

our Washington Bureau passes this thought along to warehousemen:

"A shipper may [under the Robinson-Patman law] give a lower price to a firm which buys in large quantities and has warehouse facilities to receive the entire shipment at once, than to another firm which buys the same amount but is so situated that it must make deliveries piecemeal. Maybe warehousemen can drum up some additional business by pointing to that fact."

Why a gold standard? With James A. Farley building a political machine both in and out of the Post Office Department, why not put the country on a brass standard?

Warehouse Rates Under Social Security Act

Will warehouse operators pass on, in billings to their customers, the taxes which warehousemen must pay under the Federal Social Security Act?

This question, propounded by the Warehousemen's Association of the Port of New York, is a major one confronting the industry at the moment. And it has been made national in character by virtue of a questionnaire which, designed to stimulate thought and to develop consensus, has been disseminated by Wilson V. Little, Chicago, executive secretary of the merchandise division of the American Warehousemen's Association, among the division's members.

The answer to the question must inevitably be in the affirmative. Regardless of what may be the present-day sentiments of the trade, as expressed in responses to the questionnaire, eventually a preponderance of the warehousing trade will be found passing the Social Security tax on to the trade's customers. Some of the storage executives answering the questionnaire may offer a snap judgment that warehousemen should absorb the tax, but in time such judgment will be revised in the light of experience.

Warehousemen will discover that the weight of this tax will be too burdensome to absorb at a time when rates have already been depressed to an inequitably low level because of competition from truck and rail and other agencies.

The national distributor who spots his stocks in warehouses might as well make up his mind now that

the tax will finally be reflected in warehouse handling and storage charges billed to him. The distributor will probably pass the burden on to the consumer and commodity prices will go up proportionately, but that is one of the arbitrary results of extravagant spending at Washington.

One warehouseman, a profitable operator in an eastern city, made a study, in June, of his 1935 figures. He found that if the ultimate 6%—3% on unemployment and 3% on old age pension—under the Social Security Act had been in effect in 1935, the assessment would have amounted to 28% of his net profits during that year!

Surely it is obvious that warehousemen confronted with such drastic reduction in net earnings will seek to be reimbursed by passing the tax on. Not to do so would be ruinous to some operators.

There remains the method of procedure.

Will the "passing on" be done through the simple expedient of raising handling and storage rates without an accompanying explanation to the customer as to why?

Will the warehouseman add a fixed percentage to handling and storage billings each month, with a rubber-stamp or some similar notation informing the customer specifically that the addition represents the Social Security tax? (Opinion seems to be general that such addition would amount to at least 1½% of handling and possibly 1% of storage billings.)

The former method—raising rates without exposition—seems the preferable way, if only because it should avoid possibility of legal entanglements.

It is pointed out that an increase of 1.5% might be placed on handling billing, with a notation to the customer that it represented the tax, but that examination of the warehouseman's books would show that the increase should have been, actually, only 1.2%. We quote from an Internal Revenue bulletin:

"Any person, as defined in Section 1101 (a) 3 of the Social Security Act, who makes any statement, written or oral, intended or calculated to lead any person to believe that any part of the price for which an article is sold or leased, or offered for sale or lease, consists of a tax imposed under the Social Security Act, knowing that the statement is false or that the amount so represented as the tax is greater than the amount of tax actually paid or payable as such, is subject, upon conviction, to the penalties provided for in Section 1123 of the Revenue Act of 1926."

Conviction under Section 1123 means "a fine of not more than \$1,000 or imprisonment not exceeding one year, or both." Why run such a risk, even though a mistake might be made unwittingly, when a straight rate-rise without explanation is available as a method?

The question as to "the propriety legally" of passing on the tax is under discussion.

Quoting from the afore-mentioned Internal Revenue bulletin, the Social Security Act "does not prohibit the inclusion of the amount of the tax actually paid or payable in the cost of production of an article or in the price at which an article is sold or leased," providing, however, that there is no misrepresentation.

John J. Bennett, Jr., New York State's Attorney General, has ruled that the State's statute "has no restriction on the method" of securing reimbursement "except that it shall not be deducted from the employees' wages"—and the latter recourse is prohibited by the Federal Act.

D and W Washington correspondence elsewhere this month presents an explanation, with the Federal Social Security Board as the source of information, that warehousemen have the right to increase rates to reimburse themselves for the tax.

We think there can be no doubt as to "the propriety legally" but the method selected must be one which will

not lay the operator open to a possible accusation of misrepresentation.

Conversations with warehousemen suggest that this tax situation may readily lead to further rate demoralization within the trade—on the theory that some operators will raise rates to reimburse themselves but that others will absorb the tax and use the absorption as a competitive weapon when soliciting accounts.

Undoubtedly that will result, but it is not logical to believe that such a condition will prevail many months. The tax burden will be greater next year than in 1936 and will be higher in 1938 than in 1937; and the operator who may absorb today will, his earnings pinched by mounting assessments, sing a different tune in the future. In other words, as we view it, rate demoralization may be aggravated for awhile but will find eventual readjustment and uniformity under economic pressure.

It is interesting to learn that one warehouseman, about to increase rates immediately but hesitant to do so because he had no assurance that his competitors in the same city would do likewise, decided instead to scrutinize his labor costs. This he did, and he tells us that he has effected economies to the extent that he has placed himself in a position to absorb the 1936 Social Security tax without passing it on to the distributors. We know of one other warehouse company which has, for the first time, installed certain labor-saving machinery, as skids, trailers, lift-trucks, etc., with a view to bringing down handling costs. Suggesting that the Social Security law may be valuable as a stimulus to thought

Representative Steiwer at Cleveland added one long 'ear to the Democratic Donkey's two.

A Surrender Is Renouncement

The traffic manager of a company (we know its identity but see no useful purpose in revealing it here) which spots stocks in nearly 300 public storage plants has asked those warehousemen to do something which, should they accede, will break down a long-established business practice—namely, that of charging the shipper one month's storage on goods in stock on the first day of the month.

The traffic manager has requested a four-way billing method—(a) one month's charges if the goods arrive from 1st to 8th; (b) three-fourths of one month's charges if arrival is from 8th to 15th; (c) half a month's if arrival is from 15th to 22nd; and (d) a quarter-month's if arrival is from 22nd to the last day.

The thoughtful distributor must appreciate that the present system of billing is not haphazard guessing on the part of warehousing. It is founded on scientific rate-making built across the years by wise and experienced executives who studied their own costs of doing business and learned the necessity of stopping up leaks through which justifiable earnings disappear—just as all other industries have to stop such leaks in order to survive.

Warehousing has its economic place in distribution. Without it, the shipper's cost of getting his goods to market would be decidedly higher, and either his per-package profit would be smaller or the price to the consumer would have to be increased proportionately.

The warehousing industry will not condone a surrender by one of its operators to this pressure for a four-way billing. A renouncement of the present method would be equivalent to establishing a system of unfair competition—unfair because the majority of warehousemen will unquestionably decline to grant a request which would result in both a dwindling of revenue and a disruption of a system which is standard practice based on intelligent cost finding.

We think every distributor should know what organized warehousing's reaction is to the traffic manager's request. By "organized warehousing" we mean the merchandise division of the American Warehousemen's Association. This reaction is expressed in a letter—written probably by Wilson V. Little, Chicago, the division's executive secretary—to the traffic manager:

"Your recent letter to the warehouse companies whose facilities your company is using has naturally created some concern among them, in view of the fact that the billing procedure that you suggest contravenes fundamental principles of long-established and recognized accounting and rating procedure within the merchandise warehousing trade.

"It is the first time that we have heard the suggestion made that occupancy in the real estate and building management field be put on the week-to-week basis that your proposed method of billing particularly contemplates.

"Data that we have accumulated through the years indicate that warehousemen who use the 'first of the month balance' rating system feel that when splitting the month during which goods are received into two parts they just about break even as compared with billing on the usual 'month or fraction thereof' basis.

"Indeed, the 'first of the month balance' rating method has attained recognition among warehousemen only because it does seem to permit them to break even when charges are computed on the two-part month.

"Warehousemen, therefore, will not believe that the four-part month that you propose is either most efficient or fair to them, particularly since the storage rates that they are charging your company already give due consideration to frequency of turnover, which is probably what you have in mind.

"The merchandise warehousing trade must view with great concern this radical departure from recognized rating procedure that you propose. It is hoped that, in fairness to the warehousemen and their experience, you will withdraw the proposal in favor of the two-part month if you feel that you must require the use of the 'first of the month balance' system in order to accomplish the desired uniformity in billing, instead of the usual 'month or fraction thereof' method.

"Your reaction to our suggestion will be awaited with great interest."

* * *

Container Coordination and the Small-City Warehouses

We extract and set down here a significant paragraph from Coordinator Eastman's report, published elsewhere on these pages this month, on a projected national system of interchangeable containers. The paragraph reads:

"The coordinated use of containers on a nationwide scale will undoubtedly increase the number of cities which act as distributing points, and will tend to produce a more even spread of wholesale trade throughout the country. Wholesalers, jobbers and warehousemen located in key concentration-distribution cities of moderate size would be in a position to profitably expand their volume of business through efficient handling of container lots of merchandise."

* * *

Haugh and Keenan Storage & Transfer Co., Pittsburgh, is distributing an intriguingly-worded gummed sticker for gentlemen to paste inside their new straw hats. James F. Keenan, prexy of H and K, sends us one, and it is green of course. The text reads:

"Like Hell It's Yours. Put It Back!" followed by "When Moving or Storing take your hat off to Haugh & Keenan."

Factors in the Decline of Warehouse Occupancy

Business Week commented in a recent "The Business Outlook" department that "warehousing people are disturbed to find that for the first time in eight years the country's occupancy of public merchandising warehouses is declining at a time when the general business curve is rising."

This situation—*Business Week* calls it an "unusual phenomenon"—was pointed out in an article in the May issue of *D and W*, and in that article we suggested, as possible explanations, tendency to quick turnover of merchandise, obviating some storage requirements; expansion of direct-to-retailer by truck deliveries; fast freight movement by rails, and broader use of air transport.

Newspapers in many parts of the country carried digests of the *D and W* article, either in news columns or on their financial pages, and we have received numerous letters from readers, both distributors and warehousing executives, advancing theories. In view of this widespread interest given the "phenomenon" we think that what follows will be of interest to business men.

First, D. S. Adams, Kansas City, Mo., general president of the American Warehousemen's Association, reminds us that the volume of warehousing business is affected by two things—general business conditions, and transportation; and "warehouses are not affected in the same way in all localities and territories." Mr. Adams holds that the Government's occupancy statistics are "not sufficiently extensive or accurate enough to bring out this 'spotted' condition." He continues:

"Warehouse occupancy not adversely affected by transportation conditions is reflecting to a degree the improvement in general business. Where it is adversely affected by transportation conditions, occupancy is a little better, but not what it should be were it not for such adverse affect."

The A. W. A., recognizing the importance of transportation in relation to warehousing, devoted one whole day to this situation at its Atlantic City convention. Mr. Adams recalls, with discussions of traffic, stopping in transit partly to unload, unloading and delivery of carload freight by carriers, carrier pick-up and delivery, carriers' warehousing practices at river and lake ports, warehousing practices at ocean and gulf ports, regulation of wharfingers, the Federal Motor Carrier Act, etc.

"From these subjects," Mr. Adams points out, "it is clear that certain practices of carriers have had and are having a detrimental effect on the warehouse business at the ports; other practices of carriers and transportation conditions are having a detrimental effect on so-called inland or interior warehouses engaged in distribution business.

"The practices of rail carriers as well as freight rate changes, are detrimental to merchandise warehousing in a very large inland territory. Every change in rates or classifications in the past few years has tended to decrease the spread between L.C.L. and carload rates, with the resulting tendency of increasing the cost of carrying spot stocks over shipping direct L.C.L. This has meant less carload business for the railroads and less warehouse business for our industry.

"The return to normal rates would mean more long haul carload business for the railroads; less long haul but more short haul business for the trucks; more warehouse business; better service for warehouse users, who in general would prefer to make carloads to distribution centers; and further, would mean better service to consignees.

"Improved transportation service is a less important factor than the above-mentioned conditions. The normal spread between L.C.L. and carload rates permits the manufacturer to ship in carload lots to the warehouse, carrying with the latter an adequate spot stock

of merchandise. These spot stocks carried in distribution centers in order to give quick delivery to the surrounding trade territory are an incentive toward increased sales. The present relationship of L.C.L. and carload rates creates a barrier against this distribution method; warehousemen are unfortunately included in the sufferers."

To what extent has increase in warehouse rates been a factor in the decline in occupancy? Pointing out that the occupancy recession started about June of 1934, J. A. Gerlin, traffic manager of Bon Ami Company, New York, recalls that merchandise warehousing's NRA Code had become effective four months earlier, and:

"There was a substantial increase in warehouse rates throughout the country and manufacturers generally were quite exercised over these increased rates.

"Many manufacturers began to study the picture and take steps to reduce their distribution cost. Stocks in public warehouses were substantially lowered and in some cases entirely eliminated. No doubt many of the manufacturers who discontinued warehouse stocks have not again replaced such stocks.

"The very extensive trucking facilities which are available today, including store-door delivery, have resulted in a much improved transportation system. The railroads also have put in faster schedules; and in the South and West, store-door delivery.

"I believe that if a check-up was made it would be found that quite a number of trucking companies make it a practice of holding merchandise at their terminals for distribution. The regulation of motor trucks will probably have some bearing on this in the future. Therefore warehousemen should watch very closely the tendency to trucking companies performing a warehouse service."

W. W. Barnes, manager of traffic of Beech-Nut Packing Company, Canajoharie, N.Y., is of opinion that "the expansion of the activity of the motor truck with its direct retail delivery has had much to do with the cutting down of warehouse stocks." Mr. Barnes adds:

"However, so far as our company is concerned we are distributing in practically the same way as we have for many years and are carrying practically the same amount of stock in the various warehouses. However, due to slow movement of goods in some territories we have been obliged to discontinue entirely and serve the trade from some other warehouse not too far distant."

On confectionery, low L.C.L. rates have been a factor, according to David Dunn, traffic manager of Wm. Wrigley Jr. Company, Chicago. Mr. Dunn points out:

"Speaking for the confectionery commodity, you probably are aware that since 1931 confectionery has been accorded approximately fourth class rates in all parts of the country. In Official or Eastern Territory we had fourth class for a short period; then the rates were advanced to column 67, which is nearer third, and which we believe was done to help out not only the carload shippers of confectionery (which kept a greater spread between the smaller shipper and themselves) but it helped out the railroads' forwarding companies which were not able to handle any confectionery business on the few cents spread between fourth L.C.L. and fifth carloads. However, we get approximately fourth class rates from the trucks in Eastern Territory.

"Therefore, you can easily see that on account of the low L.C.L. rates it is more advantageous to ship L.C.L. quantities than to add the warehouse costs to the carload rate, plus the distribution freight charge."

John Simon, sales department, warehouse division, Keystone Steel & Wire Company, Peoria, Ill., suggests that "determined advertising efforts—individual or collective—on the part of public warehouses will contribute largely toward an upward 'curve' in the trend of warehousing." Mr. Simon continues:

"It is remarkable how many manufacturers do not

realize the value of public warehouses, nor can they visualize the money they could save by the proper coordination of the warehousing facilities at their disposal. This is due of course to the lack of concerted advertising.

"The regulation of the trucking industry will tend to make it necessary to carry larger spot stocks in public warehouses because numerous private trucks are no longer available and stocks will be replenished in carload lots by rail in many instances, which will result in the occupancy of more floor space in public warehouses.

"It is well to look rather closely and realistically into the problems which confront us at this time, and pause for an appraisal of the situation. By so doing both the shipper and the warehouseman can contribute in a large measure toward the stabilization of business."

Motor truck activity, railroad practices and excess storage space are factors, in the opinion of Sidney A. Smith, a past general president of the American Warehousemen's Association, and president of Anchor Storage Company, Chicago. Quoting Mr. Smith:

"There are probably several things which would bring about a reduction in the percentage of occupancy in warehouses reporting to the Department of Commerce.

"The first to be named undoubtedly should be the motor trucks; they have practically destroyed the merchandise warehouse business in all except the ports and the larger centers.

"The next cause is fast railroad service, coupled in many places with store-door pick-up and delivery service. Another item which has probably entered into it somewhat has been a stoppage in transit for partial unloading—but it seems to me that there is probably still another factor, and that has been the increase in warehouse and storage space because of space being abandoned by other industries. The greater part of this new space is undoubtedly not reporting to the Department of Commerce even though the tonnage handled and stored is considerable. What the warehousemen of course want to know is how long this situation is going to continue; my own opinion is that a great deal of it is here to stay.

"Fast transportation will continue to be a regular thing and I see very little chance for a 'come back' on the part of the smaller centers."

Clem D. Johnston, president of Roanoke Public Warehouse, Roanoke, Va., and a member of the Domestic Distribution Department of the Chamber of Commerce of the United States, says the downward trend in warehousing occupancy has been noticeable—"we have been handling a greater tonnage than ever before but the movement through the warehouse is so rapid that 'storage' as we formerly knew it is hardly an applicable term." Mr. Johnston continues:

"This speeding up of distribution is a healthy move and one decidedly in the interest of the general public. However, much of the warehouse avoidance is, in my opinion, due to an artificial and uneconomic situation brought about by the arbitrary narrowing of the spread between C/L and L.C.L. rates to a point far beyond their respective proportionate costs to the carriers.

"If these costs are properly determined and rates—both rail and truck—be made to bear their proper relationship to these costs for C/L movement and for L.C.L. movement, warehousing will have nothing to fear.

"But if any-quantity rates and one-class spreads between C/L and L.C.L. or between Volume and L.C.L. rates are going to continue to be the weapons in the wars between competing carriers, and competing methods of transportation, then warehousing is the 'innocent bystander that gets it in the neck.'

"A campaign to restore a proper relationship of rates

to cost of service would be a notable contribution for your publication to make to the country."

H. C. Avery, general manager of Union Terminal Warehouse Company, Jacksonville, suggests that declining warehouse occupancy in the face of general business up-turn may be attributed to the following:

"At the beginning of the depression manufacturers began cutting down their warehouse stocks and making every effort possible to prevent a second month's storage charge, and then the trucks came stronger into the picture, carrying merchandise stocks long distances from factories direct to destination. The railroads, finding their L.C.L. freight, also carload freight, disappearing, began frantically to find some solution whereby they might save their freight.

"First they began the handling of pool cars for 2½¢ per cwt., and they reduced the spread between carload and L.C.L. and this permitted the manufacturers to close warehouse stocks.

"Many manufacturers have come back to consigning stocks to jobbers rather than placing in merchandise warehouses, and others are renting small cheap warehouses, putting in their own truck system with combination salesman's car and truck distributing their merchandise from their warehouse to the surrounding territory. In cases like ginger ale, the salesman's truck delivers the ginger ale and picks up the empties and brings them back to their own warehouse.

"It is possible—at least, I hope so—that as business becomes stronger the manufacturers will again find it to their advantage to place large stocks in the leading distribution centers in public warehouses for more efficient and economical service to their trade, but at the present moment the outlook is not encouraging."

At least on the Pacific Coast the cycle of good and bad warehouse business alternates "contra clockwise to general business," according to S. M. Haslett, president of Haslett Warehouse Co., San Francisco, who says that up to the period of general depression such a situation always existed there "subject to such variations as may be caused by local or special conditions affecting certain commodities." Mr. Haslett continues:

"Following the same trend, warehouse business generally continued goods for a year or two after the depression began but it continued so much longer than past 'depressions' that merchants and manufacturers were forced to sacrifice stocks previously warehoused and were unable to replenish them.

"Consequently the warehouse business followed the same trend of business during the years 1930 to 1933. Locally, at least, 1934, 1935 and 1936, it has been considerably better than in the years 1930 to 1933, in this respect again following the trend of general business and departing from the former opposite trend. This may be credited to more active movement of merchandise in and out rather than to an increase in stocks warehoused.

"With modern rapid transportation it is no longer necessary to carry large stocks in warehouse and I doubt if the large area available and formerly needed for warehouse purposes, when goods moved by slow sailing vessels rather than by quick rail and steamships, will again be needed. Consequently an increasing percentage of vacant space may be expected even though warehouses may be enjoying an active movement of merchandise in and out. This will exist until the excess space formerly used in warehousing is diverted to other purposes."

Consolidated News Features, New York, broadcast to its newspaper clients a digest of the *D and W* May article, and Consolidated's story had this to offer:

"Warehousemen are omitting a primary factor when they fail to consider the influence of prices. Wholesale commodity prices never fully recovered from the slump of 1920-21 which came on the heels of the post-war 'inflation' of 1919, and manufacturers and distributors,



Illustrating newspaper financial and business editors' interest in warehousing's occupancy situation

and retailers as well, have never quite forgotten the lesson of 1919 which inclined them to well-trimmed inventories and hand-to-mouth buying.

"Prices did not level off from the decline which began in 1920, until the last half of 1927. Raw material prices turned upward in the third quarter of that year, and there were slow recoveries in finished products, in semi-manufactured goods and in the average of all wholesale commodity prices, as computed by the U. S. Labor Bureau. Throughout 1928 and most of 1929 wholesale prices were no better than steady and before the end of the latter year they began their swift slide which did not hit bottom, in most cases, until early in 1933.

"Is it not probable that warehouse occupancy 'took an upward turn in 1933' for the reason that prices did the same thing? When prices rise—and particularly when they rise on such 'inflation psychology' as prevailed in the summer of 1933—there is always a tendency to forehanded buying for purposes of protection

(Concluded on page 81)

The Del Credere Plan

This modified plan of consignment selling is sweeping the drug trade. Mr. Haring, pointing out here that it may spread into other trades, says:

"For warehousing, the first effect may be withdrawal of drug stocks from public warehouses and transfer to jobbing houses; the more remote effect may be the complete reversal of this by transfer of stocks from jobber to warehouse.

"This latter result, from jobber to warehouse, is not likely to occur—in my judgment—unless the warehouse industry bestirs itself to 'sell' warehousing services to these manufacturers on a new basis: namely, the immense advantage of the public warehouse over the consigned stock."

By H. A. HARING

Contributing Editor

FOUR years ago a fresh wave of consignment selling broke out among the manufacturers of drugs. Led by Coty and eight other manufacturers with national distribution, these manufacturers adopted consignment selling as a weapon to stop ridiculous price cutting. Fewer than 500 retail stores, by "pine board" retailing and blatant slashing of prices on advertised goods, were ruining the profits of 59,000 fellow retailers.

The latter were so badly hurt that forward-looking manufacturers have been making a serious effort to stabilize prices. They have, during 1934 and 1935, been vastly aided by the retailers turning to politics to gain their end. They have induced the Federal Trade Commission to issue damaging reports on "advertising allowances" and "secret discounts" to favored retailers and chains; they have enlisted the support of Senator Patman in Congress; they have had help from a hundred political leaders in the States, beginning on the Pacific Coast with California and now playing powerful politics in New York and New England, as evidenced by the many "fair trade" laws enacted and proposed.

Drug store retailing seems to divide itself into two camps: one army offers the cut price with much shouting and loud advertising; the other calls the price cutter a "predatory" retailer and insists that a retailer must have a minimum "fair trade" price for all goods so set, with reference to cost of goods and cost of doing business, that a reasonable profit results.

The manufacturers and wholesalers who supply goods to the trade have become greatly alarmed by this revolt of retailers against the existing price conditions. Many of them have renewed their former efforts to "maintain prices" for their advertised brands.

The Del Credere

Its Effects on National Distribution and on Public Warehousing

One means to accomplish this was to consign their goods, rather than to make an outright sale; for, under the law and the decisions of the Courts, this is the most effective way to control retail prices.

As an alternative to consignment of stocks, other manufacturers have used public warehouses more generally, on the belief that a warehoused spot stock gives the control and also avoids the pitfalls of the consignment.

With a faint beginning in 1935, about the middle of the year, there developed a modified scheme of consigning goods. By the end of the year the national association of drug jobbers took notice of the plan to the extent of issuing a report to members, analyzing the method and recommending procedure. In the final week of April of the present year the whole plan had a sudden burst of popularity when the wholesalers held their annual convention: press releases spread the news to other industries, drug trade publications gave it much attention, and the advertising journals took notice.

The plan is primarily of importance to the drug trade at the present time. Secondly, it may reverberate to the publishing business, both newspapers and magazines, because of its effort on national advertising for drugs.

And, upon the merchandise warehousing industry, the effects may be momentous.

For warehousing, the first effect may be withdrawal of drug stocks from public warehouses and transfer to jobbing houses; the more remote effect may be the complete reversal of this by transfer of stocks from jobber to warehouse.

Plan of Consigned Selling

This latter result, from jobber to warehouse, is not likely to occur—in my judgment—unless the industry bestirs itself to “sell” warehousing services to these manufacturers on a new basis: namely, the immense advantage of the public warehouse over the consigned stock.

At the present time this modified form of consignment is confined to drugs. It is strong with that class of drugs—cosmetics and antiseptics—where small deliveries prevail and where bulks are small because the individual retail package is tiny. This represents a group of goods more commonly distributed through a jobber than through a warehouse, with, of course, notable exceptions.

But, when a warehouseman runs his eye down the hundred manufacturers we shall list, he is “stopped” by a few names whose goods are important volume to the warehouse.

Consider International Cellucotton Products Co., or

the makers of dry and malted milk, or the many beverage makers—no warehouseman smiles when he reads that these “are considering adoption of new policies or changing their old policies.”

Should this modified consignment selling spread from drugs into other trades it might come to be of immense importance. It would seriously alter the nature of jobbing for any trade into which it is adopted. It would shift many spot stocks from public warehouses into wholesalers' hands.

Within the drug trades, where alone it has appeared to the present time, this modified plan of consigned selling has a queer-sounding name. It is known as the *del credere* plan. The term *del credere* comes from the Italian language, now suddenly dragged into commercial usage with us in America. Why and how the foreign phrase came to be Americanized is too long a story for our page; but, according to the dictionary *del credere* means:

“Designating the obligation of an agent or factor

Price Stabilizers

Here are the names of more than 100 drug (and accessories) manufacturers which, on the authority of *Drug Trade News*, have during the past few years announced or introduced some policy of price stabilization. Not all of these either consign their goods under ordinary methods or follow the newer *del credere* plan; the list is of those who try to control price cutting.

Abbott Laboratories.
Adlerika Co.
Agfa Ansco.
American Thermos Bottle.
Armand Co.
Barbasol.
Baltus Rolfs.
Battle Creek Foods.
Bayer & Co.
Bost Tooth Paste.
Borden Co. (for dry milk).
Bourjois.
Bristol-Myers.
Calco Chemical Co.
Calsodent
Canada Dry Ginger Ale.
Caron, Inc.
Chartex Co.
Chemary Sales.
Ciba Co.
Colgate-Palmolive-Peet.
Crazy Waters Crystal Co.
Dill Co.
Dr. Miles Laboratories.
Eastman Kodak Co.
Ed Pinaud Co.
E. Griffin Hughes.
Eli Lilly & Co.
Eno.
E. R. Squibb & Sons.
Ernst Bischoff.
Ex-Lax.
Expello.
Faichney Instrument.
Feenamint.
Feminine Products.
Forhan's.
Frederick Stearns & Co.
Fred Mullins, Inc.

G. E. Hanford.
Gillette Safety Razor.
Glazo.
Grove Laboratories.
Hammond Paint & Chemical Co.
Harriet Hubbard Ayer.
Health Products Co.
H. F. Ritchie & Co.
Hinze Ambrosia.
Horlick's Malted Milk.
Houbigant.
Hudnut & Co.
Ingersoll-Waterbury Watch Co.
International Cellucotton Co.
J. B. Williams.
Johnson & Johnson.
John Wyeth Bros.
Julius Schmidt.
Knox Co.
Koehler Manufacturing Co.
Kurlash.
Lambert Pharmacal Co.
Lavoris.
Lawrence Williams Co.
Lee & Schiffer.
Lockwood Brackett Co.
Lor-Dent Co.
Lehn & Fink.
Maison Jeurelle.
Maryland Pharmacal Co.
Max Factor.
Mead, Johnson & Co.
Medicone Co.
Mennen Co.
Mercirex Co.
Modess Corp.
Myron L. Walker Co.
National Oil Products Co.
Nordmark Chemical Works.

Northam Warren Sales Corp.
O'Cedar Corp.
Owens-Illinois Glass.
Pepsodent.
Petrolagar Laboratories.
Phillips Chemical Co.
Pluto Water.
Pompeian.
Princess Pat.
Pro-phy-lac-tic Brush Co.
Rinex Laboratories.
Roger & Gallet.
Sales Builders, Inc.
Schering Corp.
Schick Dry Shaver.
Schnefel Bros.
Scott & Bowne.
Seeck & Kade.
Seydel Chemical Co.
Shaeffer Pen Co.
Smith Pharmacal Co.
Spencerian Pen Co.
S.S.S. Co.
Stop-Spot.
Taylor Instrument Co.
Thinc Products.
Upjohn.
Vivaudou.
Wahl Co.
Walter Janvier, Inc.
Weco Products.
Western Clock Co.
Wm. R. Warner & Co.
Worcester Salt Co. (for tooth brushes).
Yardley.
Youngs Rubber Corp.
Zonite Sales Corp.

who warrants or guarantees payment for goods handled or services rendered in return for a commission."

This commission is known as the *del credere* commission.

Or, more briefly defined, the formal contract of International Cellucotton Products Corporation with its jobbers states that the *del credere* jobber is "a selling agent guaranteeing accounts."

As actually operated by these drug manufacturers, the *del credere* plan spots a stock of goods with the jobber, consigned to him under a special form of consignment contract, and then obligates him to hold his retailers under control as to the price at which they sell. If a retailer cuts the price, the jobber must quit supplying him with goods; if he does not do this of his own accord, the manufacturer will order "no more goods"; and then the jobber, by his contract, dares not make further deliveries. The goods, all the time, are under consignment only to the jobber—which means that legal title remains with the manufacturer, not with the jobber.

When, two or three years ago, E. R. Squibb & Sons turned to consigned stocks as defense against the price cutter, it was announced that "years of trying to stabilize the market price structure had convinced them that wholesalers are the weak link of the distribution chain." The company, for this reason, decided "merely to consign their products to the wholesaler so as to keep a finger on them until they get to retailers." Squibb, as an example of the plan, tries to set the price at which retailers shall sell the goods, and, by control over jobbers, to plug the leaks of merchandise to price cutters. This is then possible because the manufacturer is able to say who shall and who shall not have the goods.

At a wholesalers' convention in April an officer of Squibb & Sons reported:

"We have now been operating the plan for seventeen months. Formerly, we distributed through 430 wholesalers. Now we have 220 'wholesale factors.'"

At the same convention, an officer of International Cellucotton Products Co. said:

"In the old days, when we tried to stabilize prices on Kotex by other means, undesirable outlets seem to have had no difficulty in obtaining all our merchandise they needed from sources that should not have sold them.

"But, since we went on the *del credere* plan, something new has happened. We now have groups of undesirables at our own front door begging for merchandise. The shoe must be pinching them. We were never before importuned for goods by these people in any other sales set-up we have had.

On the first day of June another well-known maker of drug-store goods began consigned selling. The Pepsodent Company, famous for the Amos 'n' Andy program, has repurchased all outstanding wholesale stocks of their goods and will reduce the number of jobbing connections from 650-700 to only 350 houses. It is also Pepsodent's intention to sell many of the larger retailers directly from the home office or through its own salesmen. In changing to the consignment basis for selling, this company has adopted a slight modification of the *del credere* plan, the announced purpose being "to eliminate trade abuses and introduce other practices that are more desirable." Incidentally, at the same time, this company is reducing the size of the dealer's "shelf carton." It now holds a half dozen as compared to a former dozen tubes.

For these reasons the *del credere* plan is sweeping the drug trades.

It is looked upon as foolproof. It is based on a decision of the Supreme Court, ten years ago, when the similar plan of General Electric Company with Mazda lamps was under review. Chief Justice Taft wrote the decision, in which the Court concurred unanimously. That famous case showed that such a plan is legal—tight provided that:

1. Goods are consigned, not sold.
2. Title remains with the manufacturer.
3. The agent may be required to keep complete records of his sales and report them.
4. The agent guarantees payment for all sales; i.e., guarantees the accounts of those to whom he sells.
5. The agent may sell only at prices specified by the manufacturer and to customers approved by him.
6. The agent is paid a commission; he must remit on specified dates.

All consigned selling, since 1926, has patterned its methods on these principles. Difficulties have, however, blocked a wide adoption of consigned stocks. Chief of these troublesome problems have been:

A. Consigned stocks required large capital of the manufacturer, because he had to supply the many stocks and could not invoice them until they had been sold. A strong company, such as General Electric, found the method possible; smaller concerns were financially too weak to try it.

B. Complicated records and complicated bookkeeping were required.

C. The retailer—who would number many thousands for a national distributor—was purposely slow in rendering reports, because the longer he could delay the longer he had possession of the money before facing the invoice.

D. The plan required "domestication" of the manufacturer in each State in order lawfully to enforce its contracts.

But, by using public warehouses for spot stocks and holding down each retailer to a day's or a week's supply of the goods, many manufacturers contrived to keep their investment in merchandise within reason.

The retailer would withdraw stock from the warehouse only when he had sold out his stock; or, with larger items, only when he needed a unit for delivery. He was then in position to pay for the goods. And, being a thoroughly disinterested third-party to the transaction, the warehouseman had no hesitation in mailing to the manufacturer an immediate report of withdrawals. Stock records were, in this manner, kept "clean" and invoicing followed closely to movement of the goods into consumption. Finally, the irritating "domestication" could often be avoided, under the law which, in many States, holds that goods in a public warehouse are in "transit" in interstate commerce.

The drug manufacturers in many instances, and this has been especially the case with the makers of cosmetics and barber supplies, have clung to the wholesaler. Or, if they have tried consigned stocks, they have dealt directly with the 60,000 retail drug stores.

Every attempt to set up and operate 60,000 consigned stocks has given trouble. It has been costly, too. Yet, for many of these manufacturers, the public warehouse was not practicable.

The high cost is one reason, and a strong one, for the switch to the *del credere* plan—the modified consignment selling. It changes the jobber's status. He becomes the manufacturer's "factor" or "agent" to deal with the thousands of retailers. By selection of jobbers, a manufacturer can cut down a possible 60,000 open accounts to 200 or 300.

For example, one company employed 110 outside salesmen to cover the country's retailers. Under *del credere* methods, it employs only 24 men, with a selling cost of 2.8 per cent as compared to a former cost of 8 per cent. Under direct selling, only 24 per cent of their volume went through wholesalers; now, 57 per cent goes through "factors."

Del credere meets another great difficulty of the outright consigned stock. We refer to the need of ample financial resources.

When shifting to the *del credere* method, the manu-
(Continued on page 77)

We've
Heard
that—



Edited by F. Eugene Spooner

WHILE the average business man is not supposed to condone payment of "commissions" in order to secure Government and other contracts, nevertheless the practice undoubtedly exists.

And so a warning:

Some firms cover up such payments by entering them as payroll items, worked out on a pro-rated basis. Fictitious names are used.

They should realize that in adopting this method they swell their payroll totals, thus making much greater the premiums under workmen's compensation insurance statutes. Such additional names on the books must be accepted by the investigators. Rarely does an explanation of their origin make possible their elimination from the total payroll figures.

The solution would appear to lie either in entering such payments under general expenses or under sales promotion.

Juice, Canned and Frozen ○ ○ ○

Two interesting items about grapefruit. First, it is estimated that about as many grapefruit were canned as were shipped fresh from Florida the past season. Second, a secret process of freezing citrus fruits into

a solid block for shipments throughout the nation has proven quite successful. A plant, one of several units, is being erected at Fort Pierce, Fla., to carry on this production. The new process puts the juice in bricks without use of sugar or preservatives of any kind. When the brick melts, you have what amounts to fresh juice.

Incidentally, fruit is being refrigerated on farms of England and shipped to market in chilled condition.

Lard Barrels ○ ○ ○

The European market is a regular buyer of second-hand lard barrels which are used for vegetable compounds and pickled products. Scarcity of second-hand lard barrels on the Atlantic coast resulted in barrel brokers coming into the central western area for their supplies. It is understood that these barrels are being laid down at European ports at a cost of \$1 to \$2 each. These figures include purchase, accumulation, ocean freight from Chicago, and insurance.

Four steamships have been chartered thus far to take these barrels out of Chicago. The charters provide for loads of 12,500 barrels, 10 per cent more or less, with ship's option to load up to 25 per cent on deck.

Barometer ○ ○ ○

One of our good friends points out that a certain mid-western city is "unwell industrially" mainly because of the rail rate situation. To substantiate his claim he has compared the regular and classified listings in the city's telephone books—1935 against 1930. And found that the 1935 book has 44 fewer pages of regular listings, and the classified section 56 fewer pages, than 1930's.

Cocoa Bean Rates ○ ○ ○

The differential rate on cocoa beans from Trinidad to Boston has been removed by the American Southern African Lines. The rate was 10 cents per 100 lbs. higher than that from Trinidad to New York.

Products from Corn ○ ○ ○

A national sales campaign now under way is expected to increase the number of warehouses in use by a maker of products from corn. At the present time this company has stocks spotted at 125 points located in both large and small cities, in the latter of which more stop-in-transit cars are being used than formerly. A change in sales policy has dictated use of large city warehouses.

Electrical ○ ○ ○

One manufacturer of outdoor electrical appliances, doing more advertising this year than last and introducing new products, is now spotting stocks at 50 points, nationally, compared with 45 last year. Business has been better for this concern. More stop-in-transit cars are being used and to a small extent this has been responsible for the placing of stocks in small-city warehouses.

Merchant Marine ○ ○ ○

This country, states *Trade Lanes*, needs a more adequate merchant marine. Our merchant marine is already at the bottom of the list of important maritime nations in respect to age of vessels. By 1942, fully 90 per cent of the tonnage will be 20 or more years old. Counting vessels of 2,000 gross tons and upward, the merchant fleet consists of 1950 ships, having an aggregate gross displacement of 11,138,000 tons. Of these, 432 ships of 2,311,000 tons are engaged in trade on the Great Lakes. Another 228 vessels, 1,345,000 tons, are in the inactive Government-owned fleet tied up at marine graveyards.

There are 488 ships having a combined displacement of 3,065,000 tons engaged in foreign trade services.

(Concluded on page 65)

How Atmore & Son Spot Stocks of Mince Meat

Prompt service and growing trend of hand-to-mouth buying bring change from direct shipments to spotting of stocks for this Philadelphia producer of mince meat and plum and fig puddings.

By K. H. LANSING

FOR the last twenty-five years the house of Atmore & Son, Inc., Philadelphia, Pa., producer of mince meat since 1831, and of plum and fig puddings, has been using public warehouses, to a limited extent, for spotting stocks in certain distant localities, principally in the Middle West and South. This oldest concern in the mince meat trade, prior to making use of warehouses, shipped direct to its customers.

According to John F. Goehl, traffic manager, the change from direct shipments to the spotting of stocks in warehouses in far points, where it required three or more days for the shipment from Philadelphia to reach the customer, was necessitated by the demand for prompt service and the growing trend of hand-to-mouth buying. Spotting stocks in warehouses was found absolutely necessary in large cities where the company had local competition. At such strategic points, warehouse stocks are placed for the convenience of customers of the company and distributed to surrounding territory. The company found that in certain territories it was more economical to place spot stocks in local warehouses from which distributors could draw at a moment's notice and in some instances, where the

company shipped in car lots to warehouse, it was able to effect considerable saving in freight charges.

In the case of Atmore & Son, Inc., there is a somewhat unusual angle to the warehouse phase of the business, in that all the company's warehouse transactions are taken care of by its brokers. In other words, the company carries warehouse stocks only in cities where it has a broker. The selection of public warehouses for spotting stocks is left entirely to the brokers and they are given full authority from the company for all these warehouse operations. The Atmore company takes the viewpoint that its brokers are thoroughly familiar with local conditions and are, altogether, in a better position than the company to determine whether a customer should be sold. If the broker thinks the customer to be a good credit risk, he will issue an order on the warehouse for delivery to that customer.

Mr. Goehl cited an instance of just how effective an alert broker may be in helping to build up the company's sales through warehouse transactions.

"Prior to 1934," he said, "the company's business in Detroit, Mich., was very poor. But in that year we



JOHN F. GOEHL

*Traffic manager, Atmore & Son,
Philadelphia*

Property Taxes on Stocks in Public

Compiled by JOHN H. FREDERICK

Assistant Professor of Marketing
University of Pennsylvania

THIS table has been compiled from statements of State tax commissions, and other State authorities. It is believed to be correct as of June 1st, 1936, but is not guaranteed. Warehousemen, users of warehouse services, and others are

urgently requested to notify the compiler of any errors or omissions in the table, as well as any changes that may take place in various State situations, in order that the data may be revised from time to time.

STATE	Date of Assessment	Warehousemen Reports to County Assessors	Storer Reports to County Assessors	No Legal Requirement for Anyone to Report	Basis of Assessment See Note (1)	Property Assessed For:				Taxed Based on Per Cent of Value of Stored Stock	See Note Numbers on opposite page
						State Tax	County Tax	Municipal Tax	School Dist. Tax		
Alabama.....	Oct. 1		x		A		x			60	
Arizona.....	Jan. 1		x		B	x	x	x		100	
Arkansas.....	Jan. 1			x							(16)
California.....	(2)	x			B		x			50	(2)
Colorado.....	Apr. 1		x		B		x			100	
Connecticut.....	Oct. 1		x		A		x			100	
District of Columbia.....	July 1		x		B		x			100	(13)
Delaware.....	(17)										
Florida.....	Jan. 1	x			B		x			50	(10)
Georgia.....	Jan. 1	x			B	x	x	x		100	
Idaho.....	(3)		x				x			33 1/2	(3) (4)
Illinois.....	Apr. 1			x							(18)
Indiana.....	Mar. 1	x			B	x	x	x			(10) (4) (5)
Iowa.....	Jan. 1	x			A		x				(5)
Kansas.....	Mar. 1	x	x		B		x			100	
Kentucky.....	July 1	x			B						(6)
Louisiana.....	Jan. 1	x			B	x		x		100	(10) (7)
Maine.....	Apr. 1	x			B			x		100	(15) (4) (10)
Maryland.....	Jan. 1	x			A		x			100	(10)
Massachusetts.....	Jan. 1	x			B			x		100	
Michigan.....	(8)				B		x			100	(8) (9)
Minnesota.....	May 1			x	B		x				(5)
Mississippi.....	(19)										
Missouri.....	June 1	x			B	x	x	x		100	(4)
Montana.....	Jan. 1		x		B	x	x	x	x	30	
Nebraska.....	Apr. 1	x			B		x				(5)
Nevada.....	(11)		x		B		x			100	(11)
New Hampshire.....	Apr. 1		x		A		x				(5)
New Jersey.....	(17)										(17)
New Mexico.....	Jan. 1		x		B		x			100	
New York.....	(17)										(17)
North Carolina.....	Apr. 1		x		B		x				(16)
North Dakota.....	Apr. 1	x			B	x	x	x	x		(5)
Ohio.....	Jan. 1	x			B	x				100	(14)
Oklahoma.....	Jan. 1	x			B		x				(5)
Oregon.....	Mar. 1	x			B	x	x	x		50	
Pennsylvania.....	(17)										(17)
Rhode Island.....	June 15			x							(16)
South Carolina.....	Jan. 1	x	x		B	x	x	x	x		(5)
South Dakota.....	May 1		x		B		x				
Tennessee.....	Jan. 10			x							(16)
Texas.....	Jan. 1	x			B		x			100	(10)
Utah.....	Jan. 1	x			B	x	x	x	x	60	
Vermont.....	Apr. 1		x		B		x				(5)
Virginia.....	Jan. 1	x			B		x			75	
Washington.....	Mar. 1	x			B	x	x			100	
West Virginia.....	Mar. 1		x		B		x			100	
Wisconsin.....	May 1	x			B		x			100	(12)
Wyoming.....	Feb. 1		x		A		x			100	

Warehouses In The 48 States

NOTES

In connection with paragraphs below, see notations in the "Dates" and "Basis of Assessment" and "See Note Number" columns in Table on opposite page.

(1) A—Assessment based on the average stock on hand during the year ending with the date of assessment.

B—Assessment based on the actual stock on hand on the date of assessment.

(2) First Monday in March.

(3) Stocks in public warehouses between the second Monday in January and the first Monday in June of any year are assessed for a full year's taxes. Between the first Monday in June and the second Monday in January of any year they are assessed for a half year's taxes.

(4) Storers or warehousemen need report only when requested to do so by assessors.

(5) Rate of assessment varies with location of property.

(6) If warehouse is located in an incorporated town the goods stored therein are liable for State, County, School and City taxes. The 1935 rate for State and County taxes is 50c on each \$100 valuation, for School taxes it varies from 75c to \$1.25 depending where located, and City tax is approximately \$2.25 on each \$100.

(7) Parish tax.

(8) Second Monday in April.

(9) Warehouseman is assessed as owner of the property and must collect tax from storer.

(10) Warehousemen supply assessors with names and addresses of storers only.

(11) Stocks in storage between the first of January and the third Monday in July are assessed. If not placed in storage until after the third Monday in July they are not taxed until after the first of the next January.

(12) Merchandise shipped into Wisconsin and delivered to a public warehouse direct from a railroad or steamship line and stored in the original package is regarded as being in transit and is not taxed while in the warehouse. Merchandise which has not been shipped into the State, even though in the original package, is assessed for property taxes.

(13) Report made to District Assessor for District Property Tax.

(14) Report made direct to State Tax Commission.

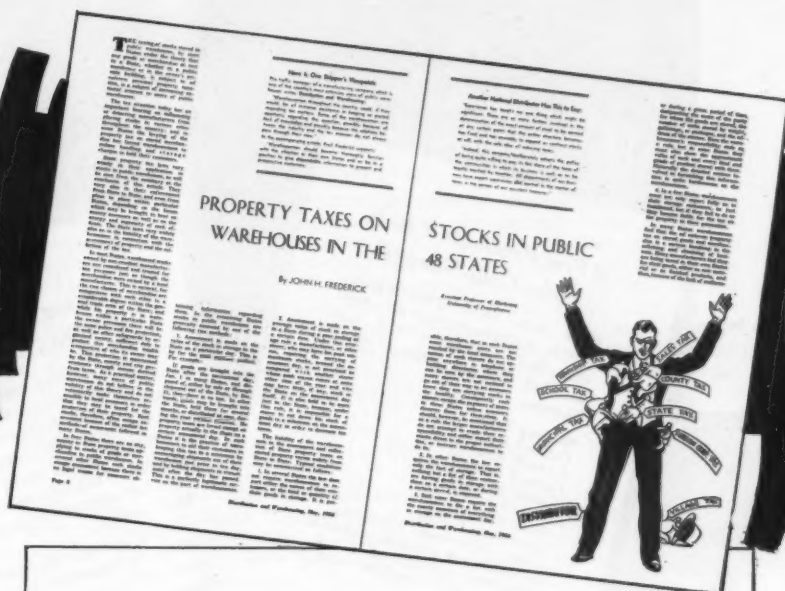
(15) Reports made to Municipal Boards of Assessors.

(16) As a matter of practice stocks are not reported and so not assessed.

(17) No property taxes assessed on stocks of goods stored in public warehouses.

(18) As a matter of practice, unless stocks are voluntarily reported, they are not assessed.

(19) Goods stored for purposes of distribution are not assessed.



NESTLE'S MILK PRODUCTS, INC.

155 EAST 44TH ST.

CHS/MA

NEW YORK.

May 29th 1936

Mr. Kent B. Stiles, Editor
Distribution & Warehousing Publications, Inc.
249 West 39th Street
New York, N. Y.

Dear Sir:

TAX ARTICLE - MAY ISSUE OF DISTRIBUTION & WAREHOUSING

We have studied, with a great deal of interest, the article embodying summaries of the property tax situations in the various States, which appeared in the May issue of Distribution and Warehousing.

We want to compliment you for publishing an article of this nature, which is so complete that it must certainly prove invaluable to all firms using public warehouses in the United States. To our knowledge, this is the first time the matter has been covered in such a clear, concise manner.

As a suggestion we are just wondering if you could arrange to have supplemental information on this subject appear in further issues of your publication, as such supplemental information comes to your knowledge. We are quite sure that continuance of this service would prove just as beneficial to the readers of your magazine as the first article.


A word from you in this direction will be highly appreciated.

Yours very truly,

JUN 1 1936

C. D. R. [Signature]
GENERAL TRAFFIC MANAGER

Typical of letters received from national distributors after publication of Dr. Frederick's tax article (top) in our May issue.



A Few Products Which Enter Cold Storage

Here are some commodities which manufacturers of them will find can be stored and handled in cold storage warehouses:

- Bleeding ink.
- Canned fruits.
- Canned meats.
- Canned soups.
- Condensed milk.
- Confectionery.
- Dried fruits.
- Electric batteries.
- Flour under some conditions.
- Gelatine and gelatine products.
- Insulated wire and cable.
- Leather for novelties and some shoes.
- Mucilage.
- Nuts and nut products.
- Silk goods products.
- Yeast.

What Some Shippers Do Not Know—

—that “many manufacturers who should spot their stocks in cold storage are not doing so.”

Further (Mr. Haring says): “They might make a profit. They do not. They are missing a chance—and for only one reason: they do not know how.”

“Cold storage possibilities are unknown to hundreds of manufacturers who could and should store with these warehouses.”

And the author points out also: “The cold storage warehouse now is handling spot stocks of goods, with all the problems of many deliveries.”

Manufacturers Should Know Why and How

Cold Storage Has Every Advantage

By H. A. HARING

ANY man on the street will tell you all about cold storage—all about it, that is, as he understands the industry. He will call off “eggs, apples, butter, chickens, cheese and meat” and then his sentences will begin to trail off into vagueness.

Or possibly he will have that old idea about cold storage that was phrased to me nine or ten years ago by D. E. Knowlton, owner of the Knowlton Warehouse Company, Buffalo, when he said:

“The main trouble about cold storage is that all the poor, miserable foodstuff on the market is known as ‘cold storage goods,’ although it has not seen a cold storage warehouse; while everything that everyone likes or praises is sold as ‘fresh’ regardless of its history.”

So common is this thought among our population that even manufacturers share the notion. They should know better but they do not.

The first and the greatest need of cold storage is to popularize the industry among the people—to rid our thinking of the old prejudice which is a hang-over of two generations ago. The second need of the industry is to make known its advantages to those who *could* use cold storage in their own business and do not.

To anyone who investigates cold storage with an open mind and who can forget all the technical processes of chemistry and mechanics, it is apparent that—

Many manufacturers who should spot their stocks in cold storage are not doing so. They might make a profit. They are not. They are missing the chance—and for only one reason: they do not know how.

Therefore, an outsider is driven to the conclusion that, closely following the weakness of cold storage

being unpopular with the people as a whole, there is another weakness, namely:

Cold storage possibilities are unknown to hundreds of manufacturers who could and should store with these warehouses.

We shall not, just now, give a thought to the great foodstuff commodities of cold storage known to everyone. They constitute the principal tonnages in store and are the backbone of volume. They are highly competitive, because in one sense a warehouse in St. Louis bids for the business against one in Elmira. The commodities are stopped in transit to the final market for storage. The city of stoppage—and storage—makes little difference in the ultimate price; and, when at last the goods are consumed, the place of transit warehousing is not of the least consequence.

Beyond these bulk tonnages of cold storage, each trading area has a need of cold storage for commodities to be sold, and to be consumed, locally. For each of these items, the competition is slight. St. Louis does not compete with Elmira, or Minneapolis with Cincinnati, any more than one of these cities conflicts with another in the marketing of ice or pork. The goods come into the city for distribution throughout the surrounding region and nowhere else. Low rates, or excessive loans, from another city will not alter the situation: the goods come to a given point because they will be consumed thereabouts.

This apportionment of goods, near the final market, aims to aid the selling, because there exists a need to have the goods as near the market as possible. Stocks of goods thus allocated have come to be known as "spot" stocks, in distinction from surplus stock held at the factory or on the farm. A "spot stock" has been defined as:

"Goods which are shipped from the factory and held or stored as the manufacturer's property at a place, or adjacent to a place, where he believes the goods will be needed for a sale. The 'spot stock' is, therefore, a distinct stock of goods set aside for a definite market. It is by no means the same as a surplus stock at the factory."

Spotting Stocks

Manufacturers generally have set up spot stocks. Few of them attempt to cover the country from a single point, such as the factory.

Larger ones have established their own branch store-rooms, in connection with a sales agency. Others have spotted a stock of goods with a public warehouse for convenience of their sales force, often having found it economical to have more stocks than agencies.

These spot stocks, curiously enough, have been restricted almost entirely to dry storage—or "merchandise" storage as it is known in warehousing. Only at long intervals, until the past five years, could one come upon a spot stock in cold storage—speaking in the sense that the goods are manufactured and the stock set up by the manufacturer-owner. The lack of such stocks has been a curiosity; but, even more odd is the fact that wherever a spot stock would be found in cold storage the idea usually originated not with a cold storageman but with some "merchandise" warehouseman who had spread out his operations into cold storage.

In other words, spot stocks in cold storage have originated in two ways:

1. From combination merchandise and cold storage warehouses; or
2. From dry storages which, of recent years, have equipped a portion of the house as a "cooler" or "semi-refrigerated" space.

I would not dare to state that none has come from out-and-out cold storages—because I can name a few

that have; but not many have been promoted by the big cold storage warehouses.

The large houses, located in the principal cities, have been erected with an eye to huge tonnages of six or eight food commodities. They are equipped for carload or shipload handling. They think in terms of 250 tons or 100,000 cases.

A single barrel of strawberries for a bakery is "petty business"; an account that talks of withdrawing one case of condensed milk per order is "beneath our facilities to handle at a profit"; a maker of gelatine is never thought of as a potential storer, and, if he were to ask quotations for handling a carton of 20 pounds, he would get the laugh.

Merchandise warehouses, on the contrary, accept and handle such accounts in dry storage. And, with conditions changing as they are, these houses are offering semi-refrigerated space as they learn from the manufacturers that cooled storage is desired. In this manner others are encroaching upon what *should*, properly, be the volume of cold-storage houses. We say "*should*" advisedly, for the reason that the cold storage houses have not offered, or aggressively tried to sell, these facilities as a general rule.

Withdrawals

The manufacturer, when placing a spot stock, has little thought of withdrawals in large lots. In this respect he is not like the ordinary patron of cold storage, who buys and sells in carload lots or even larger quantities. The manufacturer plans to withdraw in small lots, to suit the day-to-day requirements of his customers. He expects to pay delivery and handling and record-making charges for a multiple of tiny bulks, because his customers want their goods in such quantity. The warehouse must prepare to meet his requirements.

In every city, of course, cold storages hold some goods from which small deliveries are made. Bakers' "pie fillers" are often withdrawn in single barrels; yeast often goes out in lots that a man can lift to his shoulder; two brands of shortening, now commonly found in cold storage houses, move in 24-pound cartons.

But, unless he has seen it, a cold storageman would gasp if he were to spend a day on the loading platform of a merchandise house with semi-refrigerated space to let. He would see small-lot deliveries of condensed milk and dried fruit, canned meat and "oiled" wrapping paper, cigars and patent leather, candy and batteries, rubber goods and silk products.

Not one of these has been under "cold storage" technically defined as "below a temperature of 45 degrees" but all have been in "semi-refrigeration" or "cooler" space—a condition of storing unknown to the merchandise house five or six years ago but today gobbled up by them because storers demand the facility.

Properly speaking, the cold-storage houses *ought* to have developed this business without allowing dry storages to expand into it. The cold storage houses neglected their opportunity and therefore now they must compete with newcomers into the field.

What the semi-refrigerated spaces have done should be an object lesson to cold storage. They have demonstrated that there exists a need for spot stocks of manufactured goods in cold storage, or at least in "cooler" storage.

For a large portion of the United States dried fruits, nuts and confections, canned meats and smoked fish have regularly found that dry storage is not sufficient protection during the summer months. Nor is the heat the only difficulty. Humidity cannot be controlled in ordinary dry storage. For these reasons it has been the

(Continued on page 50)

FROM THE LEGAL VIEWPOINT

By
LEO T. PARKER



Chattel Mortgage and Liability

FREQUENTLY the legal question arises as to liability of a holder of a chattel mortgage who converts the goods to his own use when the owner fails to pay the mortgage debt.

Generally speaking, where merchandise is taken under chattel mortgage it must be advertised and sold at public auction. If that is not done and the person who holds a chattel mortgage takes possession of the merchandise and sells it any other way than that specified by the law, he is liable. If he takes more merchandise than the debt, and doesn't sell it according to the State statutes, then he is liable to account to the owner for the value of the goods.

Suppose a man owes a balance of \$10 on a radio worth \$150. The holder of the mortgage may take the radio, advertise it for sale according to law, and sell it; and if it brings \$10, that is the end. It may be worth \$150; but if at public auction it brings \$10, the debt is paid. But suppose the owner of the chattel mortgage takes the radio and he does not sell it at public sale, after advertising; or sells it at a private sale; or keeps it himself. Then the owner of the radio may sue for the value of the radio less the mortgage debt of \$150. Therefore under these latter circumstances the owner may recover from the holder of the mortgage the sum of \$140.

Moreover, a warehouseman who sells stored goods for storage charges without complying with the law is liable to the owner of the goods for the full value of the goods less the delinquent storage charges.

Another important point of the law is that a chattel mortgage always is valid as between owner of mortgaged property and holder of mortgage, if the object of the mortgage contract is legal. The same

law is applicable to a conditional contract of sale. Also, either a chattel mortgage or a conditional contract of sale is valid and effective, with respect to strangers, if it is properly recorded.

In *America v. Smith*, San Antonio, 91 S. W. (2d) 827, the question presented the Court was:

Under what conditions is a conditional contract, in which the seller retains title to the goods, valid?

This Court stated the following law:

"A conditional sales contract containing a reservation of title . . . is clearly binding upon the parties to such contract, and especially is this true where such sales contract is recorded in the county clerk's office in the county where the chattels are located."

Mr. Parker answers legal questions on warehousing, transfer and automotive affairs.

Send him your problems care of this magazine. There will be no charge for the service.

Publication of inquiries and Mr. Parker's replies gives worthwhile information to the industry generally.

Reduced Rate Agreement

ANY contract made by a warehouseman with respect to storage rates may be enforced by any party interested in the contract.

In *Burns v. Charles W. Shepard & Company*, Gadsden, Ala., 166 So. 416, it was shown that a warehouseman issued a warehouse receipt to the owner of stored goods. The owner borrowed money on the goods and the warehouseman con-

tracted to charge reduced storage rates.

Later legal question arose as to whether this agreement, to charge reduced rates, was applicable to all parties who subsequently purchased the merchandise and offered to pay the warehouseman the reduced storage charges.

The Court held in the affirmative.

. . .

Intrastate Taxation Law Is Held Valid

NUMEROUS manufacturers are interested in new law relating to interstate transactions which result in a State having no taxing and licensing jurisdiction of merchandise.

A State cannot enact a valid law which imposes taxes on interstate transactions, but it may pass valid laws regulating intrastate transactions.

In *Sheppard v. Musser*, Fort Worth, 92 S. W. (2d) 219, it was shown that a State law provides that any one firm selling, distributing, using or consuming cigarettes in intrastate commerce shall pay a tax of \$1.50 per thousand.

For the purpose of evading payment of the taxes, a firm, located in Texas, established a distributing warehouse in Oklahoma. Salesmen solicited orders for merchandise in Texas and these orders were sent to the warehouse in Oklahoma for shipment to salesmen in Texas. These salesmen delivered the merchandise to the purchaser, whose orders previously had been sent to the warehouse in Oklahoma. The salesmen collected the money or purchase price due when they delivered the cigarettes.

The question presented to the Court was whether the State of Texas interfered with interstate commerce regulations by compelling the purchaser of the merchandise to pay the State taxes usually

paid by sellers who, located in the State, made shipments from warehouses within the State.

In holding that the State tax can be imposed upon the purchasers, the Court said:

"For the purposes of this decision, we shall assume that plaintiff, up to the time he makes delivery of cigarettes to a purchaser and collects the purchase money, is engaged in interstate commerce . . . when the cigarettes were delivered to the purchaser and the purchase money paid, they ceased to be any longer in interstate commerce."

Owner Obligated to Pay Charges

GENERALLY speaking, part payment of storage charges, or an agreement to pay the storage charges, results in a legal obligation on the part of the owner of various goods stored without his consent.

In *Bethel v. Giebel*, Great Falls, Mont., 55 Pac. (2d) 1287, it was shown that a valuable article was placed in storage without consent of its owner. Subsequently the owner made a small payment on the storage bill. The storage account was never fully paid, and legal question arose as to whether the bailee held a lien to secure payment of the charges.

The Court held that although the article was placed in storage without the consent of the owner, the latter had paid a part of the amount due and that this act resulted in the owner and the bailor being in exactly the same legal relation as though the owner had personally authorized storage.

Old Lien Held Not Superior

A LIEN is superior to a chattel mortgage when made so by a State law. However, if the mortgage is recorded first and the holder of the mortgage had no knowledge of the lien, the mortgage is superior.

In *Stewart v. Leasure*, Los Angeles, 55 Pac. (2d) 917, a person held a chattel mortgage on certain equipment and recorded it after a lien on the equipment was established. Legal question arose as to whether holder of mortgage had legal rights superior to holder of the lien.

As holder of lien had not recorded it, and holder of the mortgage had no knowledge of lien, the higher Court held mortgage superior to lien. This Court said:

"Reserving a lien . . . will give . . . a prior claim thereto, unless at

the time . . . it is subject to a valid mortgage, but such reservation . . . is in effect a mortgage and must be recorded to be effectual against a subsequent mortgage in ordinary form, unless the subsequent mortgagee has notice of the reservation in the unrecorded lease."

Bailment Upheld

UNDER all circumstances the Courts endeavor to construe a bailment contract valid and enforceable, although on the face of the contract it may appear that neither bailor nor bailee is obligated.

In *Brooks v. Davis*, Boston, 1 N. E. (2d) 17, it was disclosed that merchandise was placed in care of a bailee. The bailment contract was not clearly understandable. However, the Court held the contract enforceable, saying:

"Such an interpretation would render the contract of bailment nugatory, a result which is not to be reached unless this construction of the receipt is plainly required by its language."

Intrastate v. Interstate

LEGAL EDITOR, *Distribution and Warehousing*: Please inform us the meaning of intrastate, when compared with interstate. Suppose a corporation in one State ships goods to a warehouse in another State, and a salesman for the owner of the goods travels the State in which the goods are stored. The salesman takes orders and sends them to the warehouseman for approval of credit, after which the salesman orders the warehouseman to ship the goods to customers in the State in which the warehouse is located. Is this intrastate business, and is the seller subject to laws of the State in which the warehouse is located?

Answer: Interstate business is business transacted between persons located in two or more States and when completion of the transaction necessarily requires acts by persons in more than one State.

Intrastate business is such business as may be, and actually is, transacted wholly within one State.

Obviously one transaction may comprise several distinct interstate and intrastate acts. For example, an interstate shipment may be stopped for the purpose of sorting the goods, where such sorting is not necessary or an incident to the complete delivery. The goods are subject to laws of the State in

which the sorting is being performed, although otherwise it is an interstate shipment. Also, a salesman may solicit an order for an employer located outside the State, and this is interstate business; but the salesman is subject to payment of license fees of the State in which he solicits, if he performs any act distinctly intrastate, as re-finishing the goods, assembling or sorting the parts, accepting additional orders for delivery from the shipped stock, etc. (See 30 Fed Rep 2d. 416.)

Also, see 3 S. W. 2d. 388, in which a seller in one State shipped goods to a broker in another State. The goods were stored in a warehouse in the name of the owner or seller, but the broker was authorized to sell and have the goods delivered to purchasers. Later the owner of the goods made arrangements with the warehouseman to keep the goods in storage and receive a commission on goods sold by the seller. This was held to be intrastate business; and the owner of the goods was not permitted to file suit to collect an account in the State, because he had not complied with the laws of the State with respect to intrastate business. See also 240 N. W. 796.

It is my opinion that under the circumstances you mention it is intrastate business. There have been several recent higher court decisions involving different phases of the law. What may be held interstate business in one State—as the law on the subject is not thoroughly settled—may be the reverse in another State. See 173 Atl. 404, in which the Court held that any circumstances intended to convert intrastate business into interstate business, for the purpose of avoiding payment of taxes, is intrastate business.

If a seller places goods in a warehouse and orders that warehouseman to ship the goods to customers within the State, it seems that the majority of the Courts, particularly in view of the present formulation of the majority of State laws on the subject, will hold that the seller is "doing business" in the foreign State.

As to whether a seller or manufacturer may be required to pay taxes in a foreign State, or otherwise comply with the foreign State's laws, in order to have the privilege of filing suit, depends on the legal interpretation of the laws of that State.

One positive plan by which warehousemen may distribute goods for firms located outside the State, and still be certain that these firms are not required to comply with the laws of that particular State in doing its "business" strictly "intrastate," is to encourage the various warehouse-

men in different States to induce the State law-making bodies to enact laws with this purpose in view.

Truck Owner's Liability

LEGAL EDITOR, *Distribution and Warehousing*: Some time ago we observed in your "From the Legal Viewpoint" an article regarding the liability of a truck owner for an injury sustained while hauling for a manufacturer. Can you inform us correctly regarding the law on this subject?—*Ralston Company*.

Answer: The law is well established that a truck owner is personally responsible for an injury effected, while hauling goods for a customer, under the following conditions:

If the customer pays the truck owner by the day, week or month and controls the driver, under conditions similar to the control of a truck owner over his own driver, then the truck owner is not liable for any injuries the driver may negligently effect others. However, if the customer merely hires the truck owner to haul goods and pays a predetermined amount for the work and has no control over the driver or the truck, then the truck owner is an independent contractor, legally, and the customer never is liable for negligent and damaging acts of the driver. In the latter case, the truck owner is in a legal position similar to that of a railway company, which, of course, is solely liable for injurious acts of its employees.

Testimony of ownership of a truck is not important when determining liability for an injury. The important consideration is: who had control of the truck and the driver?

For instance, a manufacturer may hire a truck and its driver at an agreed rental for a stipulated period. The manufacturer informs the driver what to haul and where to go, and controls operation of truck. Under these conditions the manufacturer is liable to the same extent as where he actually owns vehicle and pays the driver wages; unless, of course, a State law specifically provides for liability of the owner of a rented vehicle. A law of this nature does not relieve the manufacturer from liability for his negligence.

A State's Right to Deny Second Permit

IRRISPESCTIVE as to whether a transportation company holds a permit to operate one motor truck over designated highways or a

route, the Public Utilities Commission may rightfully refuse to issue another permit to operate a second truck to anyone, including the company holding the permit, if issuance of the permit is likely to impair the present service being rendered by other common carriers.

In *Railroad Commission v. Rapid Transit Company*, Austin, Texas, 92 S. W. 261, a company held a permit to operate one truck over designated highways. It applied to the Commission for a permit to operate two trucks over the same route. The Commission refused to issue the permit, on the ground that to do so would impair the efficient public service of the common carriers then adequately serving the same territory.

The Court indicated it would be legal to refuse a permit on this ground. However, the Court explained that the company may have a permit for a second truck if it proved that its operation was needed and would not be detrimental to present service being rendered shippers.

Selling Goods for Charges

IT is well established law that a warehouseman must sell stored goods in strict accordance with the law to recover delinquent storage charges. He is liable for conversion, and may be compelled to pay to owner the full value of stored goods sold to satisfy overdue storage charges, if such sale is not completed strictly in accordance with the State statutes.

In *Penley v. Fouche*, Winnsboro, S. C., 184 S. E. 120, it was alleged by the owner of stored furniture that the bailee sold it without complying with the State statutes. The bailee proved that the owner's account was overdue. However, the Court held the bailee liable for full value of the furniture and said:

"It is clear that the plaintiff's [owner's] real grievance for which he asks damages is that the defendants [bailee] fraudulently breached the contract to store the furniture in question, and that the defendants had unlawfully made away with the said goods."

LEGAL EDITOR, *Distribution and Warehousing*: Kindly advise us on the following question: How long is it necessary to hold goods in a warehouse before we can dispose of them for the storage charges?—*White Storage Company*.

Answer: A warehouseman who desires to sell goods for storage charges is required to mail a reg-

istered letter notifying owner of goods of the intended sale. If owner fails to call or pay the account, the warehouseman is required to advertise the intended sale for a period of time specified by the laws in the State where the warehouse is located. The goods must be sold in strict accordance with the State's laws. Any variations from these laws makes him liable to the owner for full value of the goods.

You should consult a reliable local lawyer before you attempt to go through this procedure, at least for the first time, because these laws are technical and in many instances have been interpreted by State higher Courts by special decisions.

Irrespective of value of the goods you must closely follow the laws regarding procedure of notification, kind and duration of advertisements, time in storage, sale by auction, etc.

LEGAL EDITOR, *Distribution and Warehousing*: Recently a man purchased household goods to the value of \$2,500 from a furniture company in a distant city. The purchaser gave a mortgage for the goods and it was registered, in that distant city, by the furniture company. The purchaser later moved to this city and placed his goods in storage with us. The storage has not been paid and we want to collect it. We are interested to know:

1. If a company holding mortgage must record it in any designated town or city or whether he may choose to record it in the city where he does business.

2. To what extent outside our city must we search public records for evidence that there is a mortgage on goods being stored with us?

3. Is the furniture company entitled to take the goods?

—*Storage & Warehouse, Inc.*

Answer: It is well established that a mortgage properly recorded is effective against persons in all localities. In other words, the furniture company has a valid claim against the furniture, irrespective whether the mortgage was recorded in your city. It is sufficient if this mortgage is recorded in the locality in which the sale was made.

Harrall Heads R. I. Truckers

The Rhode Island Truck Owners Association held its fifth annual business meeting in Providence on May 21 and elected as its president William R. Harrall, Providence. Roger S. Hard, 11 West Friendship Street, Providence, continues as secretary-manager.



Current Expansions Among Industries as Reflected by Sales and Advertising Campaigns

WAYNE COUNTY PRODUCE CO., Brooklyn, will conduct a premium advertising campaign in the fall, similar to one carried on this past spring. The company makes cider, vinegar, pepper, relish, apple sauce and preserves. Its recent campaign was responsible for the distribution of 15,000 copper skillets in exchange for a nominal sum and three special gift coupons.

Viva candy, made by Edgar P. Lewis and Sons, Inc., Malden, Mass., is to be advertised in newspapers. The firm is now using radio.

Olive Growers Protective League and the California Olive Association at a recent meeting in San Francisco planned cooperative action from an advertising standpoint to make the nation "olive conscious."

Oswego Candy Works, Inc., Oswego, N. Y., manufacturer of Ox-Heart brand confectionery, cocoa and chocolate products, has appointed a national selling organization as special representative and consultant.

E. R. Squibb & Sons will start marketing a new tooth powder this month. Containers of the powder will be sold in two sizes, the smaller to be given free with introductory purchase.

Enoch Morgan's Sons Co., New York City, is supplementing a national advertising campaign on its Sapolio powder by offering in the New York metropolitan area a set of three Beetleware iced tea spoons to anyone sending in the top from a package of the product.

Skol Products Co., Mt. Kisco, N. Y., is marketing a combination sunburn preventive and antiseptic under the name of "Skol Swedish Antiseptic." This preparation is said to have been used in fourteen foreign countries during the past four years. The product is to be introduced first in the New York metropolitan market and then extended to other parts of the country. Sales and administrative offices are at 17 E. 42nd St., New York City.

Alba Pharmaceutical Company, Inc., 80 Varick St., New York City, has been organized to manufacture and distribute a line of ethical drug products. W. E.

Weiss, Jr., formerly with the Bayer Company, is president. Branch offices will be at 589 E. Illinois St., Chicago, and at 420 Second St., San Francisco.

White Yeast Pack is the name of a new facial pack, with a yeast ingredient, which is being marketed by the E. Morris Manufacturing Co., 1406 Gratiot Ave., Detroit. While the product is being offered for the present only through beauty and barber shops, it is to be sold through the drug trade in the near future.

National Packing Co., Isleton, Cal., is the new organization which has taken over the plant formerly operated by Associated Cannery, Inc., and Isleton Canning Co. Sales agent is Walter M. Field & Co., San Francisco.

Central California Alimentary Conserve Co., Inc., will construct a factory at Fresno, Cal. The directors are B. H. Merriam and D. M. Folsom, Fresno, and J. A. Haney, Oriskany, Cal.

The new brokerage partnership of Kettenbeil & Braden has been formed with offices in the Conductors Protective Association Building, Detroit, by E. F. Braden, formerly associated with Kroger, and W. H. Kettenbeil, formerly with Kellogg Sales Co. This new firm now represents in the Detroit territory the Jersey Cereal Co., Malt-O-Meal Sales Co. and the Fritz Brewing Co., of Freeport, Ill.

Waggoner-Gates Milling Co., Independence, Mo., has appointed National Foods, Inc., to distribute its product, "Queen of the Pantry" cake flour, in the Omaha, Neb., territory.

"Tick" drain pipe cleaner is being introduced in Alexandria, Va., for the first time in 12-ounce cans at 15 cents by Derris & Co., New York City.

Kraft-Phenix Cheese Corp., Chicago, will form a new manufacturing corporation for South America, in the Argentine Republic, and a number of new country cheese-production plants in rural England. A new sales program in Japan, China, India and the Malay States is also under way, an expansion that is regarded as

(Concluded on page 66)

MOTOR TRANSPORT

Safety of Life and Limb Begins

Country-wide Safe Driving Contest of the National Safety Council Produced 19,946 Drivers of Commercial Vehicles Who Went Through the Year Without So Much as a Scraped Fender.

PERHAPS in former years the American truck driver deserved some of the ignominious epithets and murderous looks hurled in his direction. Probably the stigma of "road hog" was deserved to some extent. But today members of this huge fraternity, the drivers of 3,500,000 trucks, are winning respect for themselves and good will for their employers through the courtesy and consideration shown other users of the highways.

Made sensitive to the hazards of daily tussles with traffic, many thousands of the drivers that ply the streets and highways of America have earned entree into that select circle known as "safest drivers," according to the records of the National Safety Council.

For the year ended in June, 1935, the men behind the wheels of 53,000 trucks and commercial passenger cars drove almost 900,000,000 miles—about 36,000 times around the world. Over that distance these drivers were involved in but 23,921 accidents—2.78 accidents for every 100,000 miles of travel. Yet this group represents only a part of the general picture,



A well advertised truck such as this with its excellent lighting system is extending courtesy at night to other drivers that has immeasurable value as a means of promoting safe driving

the experience of Fleet members of the National Safety Council.

The improvement of the courtesy and care with which these drivers of commercial vehicles guide their gasoline consuming engines to and fro, even since 1930, is written indelibly in lives spared and bodies left whole and sound. In that year commercial vehicle records sent to the National Safety Council showed an accident rate of five for each 100,000 driving miles—nearly 50 per cent higher than the latest available figure. And there is a reason:

Drivers and operators of com-

mercial fleets realize that accidents benefit no one. Drivers know that accidents jeopardize their jobs, hurt the good will of their employers. Owners realize that accidents cost money—in lost time, broken bodies, compensation payments and increased insurance rates.

The result has been a better understanding between driver, owner and insurance company.

Drivers in organized fleets of vehicles have had their driving ability challenged through the conduct of safe driving contests. Medals and cash prizes are given the

ns with Courtesy

winners of the best no-accident records.

And, charged as they are to meet competition with "on time" deliveries, and fretful as they may become with the pranks of the fool-hardy motorist, commercial vehicle operators in increasing numbers and in all parts of the country, are rolling up no-accident records.

The country-wide safe driving contest conducted by the National Safety Council fleet members produced 19,946 drivers of commercial vehicles who went through the past year without so much as a scrapped fender. No-Accident Driver awards went to 7,033 drivers for the second successive year. Three-year no-accident medal holders numbered 3,349; the four-year medal went to 1,099 drivers. Two hundred and twenty-five drivers finished their fifth year without an accident and six-year medals were won by 120 drivers.

All the medal winners were from the driver-crews that operated but 52,933 vehicles in 1,073 fleets that reported to the Council. Undoubtedly other drivers for many non-reporting firms and non-members established similar records.

But escaping from the day's work with a whole hide isn't the sole aim of the crop of truck drivers that has shown contempt for the reckless methods of years gone by.

Via the grape vine telegraph truck drivers made peace with each other, agreed one had as much right to his half of the road as the other fellow and gradually there has developed a code of courtesy that lessens the nerve-wracking irritations of trying to bully one's way through traffic.

By well understood signals they tell each other, in the interest of safety and courtesy, what they want to do. At night, a truck driver's headlights blink the in-



The mere sight of this striped tailboard should indicate that the owner of this vehicle has become safety-minded and that he has provided fully against mishap on the road at any time of the day

formation that he wants to pass the fellow ahead. Almost invariably they know and use their hand signals; nearly always they swing over nearer the outer edge when the driver behind wants to pass.

Drivers in many fleets, instructed in safe driving methods at schools conducted by their employers, are equipped to render first aid to victims of accidents they meet along the road.

The National Safety Council has assisted in putting safety minded truck drivers on the highways. "Safe Driver" booklets, published monthly, went to 50,000 commercial drivers in March of this year. "Dash Cards," bearing safety slogans and driving hints were distributed to 25,600 commercial drivers each week during the same month.

Drivers' safety meetings are held regularly by safety-minded

employers. "Kangaroo courts" are conducted over the accidents and near-accidents of current experience. Instructive moving pictures are shown and lectures on driving hazards and the best accepted ways to avoid them give unceasing emphasis to the practicability of playing safe.

On the theory that potentially reckless or careless drivers have no place behind the wheels of their trucks, employers have come to enlist operators of their vehicles with exacting attention to the applicant's physical, mental and moral qualifications.

His eyes are tested for faulty vision. Is his hearing normal? Is he of nervous temperament, excitable? Does he use intoxicating liquor? Has he had previous driving experience? How much and what kind? In how many accidents has he

(Concluded on page 30)



Two Lightweight Stainless Steel Trailers by Budd Enter Service of Davidson Transfer and Storage

TWO light-weight, stainless steel refrigerator trailers, the first to be built of this metal and design, have just been delivered to the Davidson Transfer and Storage Co., of Baltimore, by the Edward G. Budd Manufacturing Co., of Philadelphia.

The trailers, designed to resist corrosion and reduce weight, both of which are made possible by the use of stainless steel, will be used for hauling cheese, mayonnaise, yeast, meats and other perishable products between Baltimore and New York, increasing the company's present fleet of refrigerator trailers.

The refrigerator system, installed by Fitz, Gibbons and Crisp, of Trenton, N. J., consists of three ice fin cooling units using dry ice and is designed to be free from gas and to maintain constant temperatures within very narrow limits. The body may be divided into either two or three compartments, separated by three-inch flexible Kapok partitions, in each of which a fixed temperature can be maintained without affecting the temperature in the other two.

The stainless steel body, construction of which is similar to the high-speed, light-weight, stainless steel trains, is 24 feet long and is mounted on a light-weight, fully automatic Fruehauf trailer chassis developed by the Fruehauf Trailer Co. especially for this unit. Its

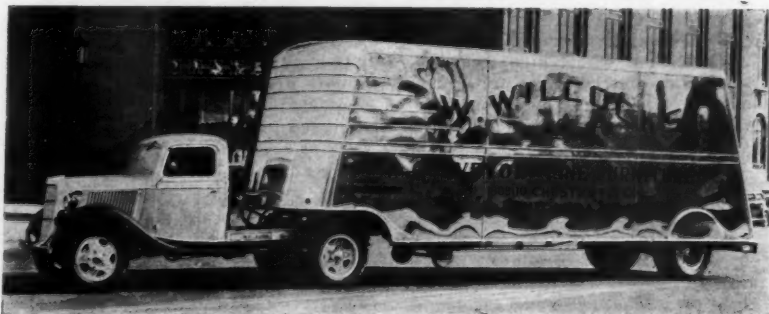
floor is covered with a one-piece stainless steel pan with six-inch flaps extending up on all sides, permitting the constant flushing and draining of the body without affecting the insulation under the floor. There is a self-bailing, sealed drain in each corner.

Exterior panels as well as the roof are in the bare metal, unpainted and unvarnished. The high reflectivity of the polished surface minimizes the effect of the sun on

the inside body temperature. Washing and rubbing serves to increase the polish of the metal.

Insulation, supplied by Fitz, Gibbon and Crisp, consists of Kapok in the sides and roof as well as in the partitions, and balsa wood and spun glass in the floor.

Weight of the body and chassis is 8,525 pounds, the body alone weighing 4,875 pounds, of which 2,265 pounds are devoted to insulating and refrigerating units.



To the firm of W. Wilcocks, Philadelphia mover of fine furniture, goes the distinction of being the first trailer user to adopt the all stainless steel van. Conceived by Leon J. Wilcocks, head of the company, and handed over to the Fruehauf Trailer Company for completion, this trailer has aroused considerable comment in and around Philadelphia. It is powered by a Ford tractor. The trailer is a 1400-cubic foot drop frame warehouseman's van, Model 626-DF, with a payload capacity of 15,000 pounds.

LISTEN FOR WASTE!



SEE HOW PLANT MANAGERS ARE CUTTING COSTS THIS NEW WAY

Where you hear the banging and clanking of steel wheels you can be sure that floor maintenance costs are high. Steel pounds away at flooring, splinters wood, grinds away at the hardest concrete.

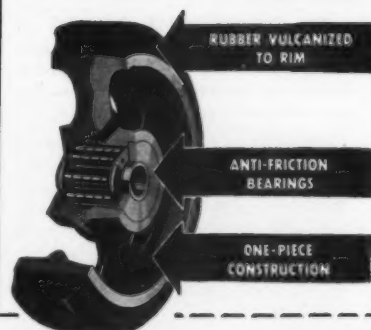
Dollar-minded plant managers are now saving what they used to spend for floor repairs. They know that Goodrich rubber-tired wheels leave floors unharmed. They know that the resilient rubber cushion lets trucks roll faster, easier. Power costs drop.

Men do more work per day. Noise and confusion are eliminated. Breakage is reduced.

You can save money right from the start by changing from obsolete steel equipment to modern Goodrich Tires. We furnish complete one-piece wheels with rubber tires vulcanized to the metal rim. Wheels are available to fit practically any truck or trailer. Why not have a Goodrich engineer survey your equipment and estimate the cash savings you

can make? Ask to have him call— or mail the coupon for information.

This Goodrich Vulc-On Wheel Pays Its Own Way



Goodrich
Industrial
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Dept. N-28

Gentlemen: Please mail me (without obligation) your booklet on Goodrich Industrial Tires and information on how they pay for themselves.

Name _____

Company _____

Street _____

City and State _____

General Electric's New Electric Clutch Drive

A NEW electric clutch drive is featured in the 1936 General Electric refrigerated body. As in previous G-E bodies, the 1936 model provides automatically controlled electric refrigeration on the road or at the plant.

During road operation, refrigerating power is taken from the truck engine through a power take-off. For temperature pull-down or holdover operation, an auxiliary electric motor is included as part of the refrigerating equipment. All that is necessary is to plug into a regular a-c outlet.

With the perfection of the new electric clutch, General Electric has simplified this equipment and has increased its reliability even further.

As shown herewith, the electric clutch is mounted at the end of the power take-off driveshaft. A dual V-belt drive connects it with the compressor unit located in a small compartment in the forward end of the body. The electric clutch is actuated magnetically, the very small current required being taken from the truck battery. It is entirely automatic in operation, starting and stopping the compressor according to the temperature inside the load compartment. Furthermore, when the driver shifts truck transmission gears, the electric clutch automatically disengages and assures shifting without interference.

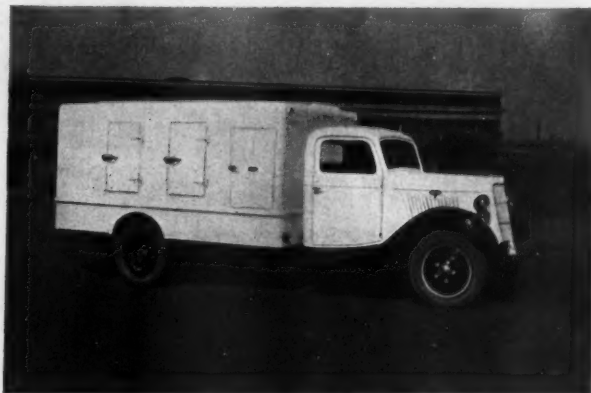
Several G-E bodies equipped with this new electric clutch have been in operation during 1935. They have proved 100 per cent successful.

The 1936 body is available in three popular sizes: 315, 420, and 525-gallon. The 315 and 420-gallon bodies are provided with an empty-can compartment in the rear.

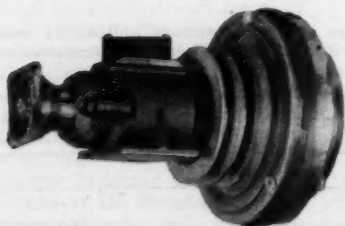
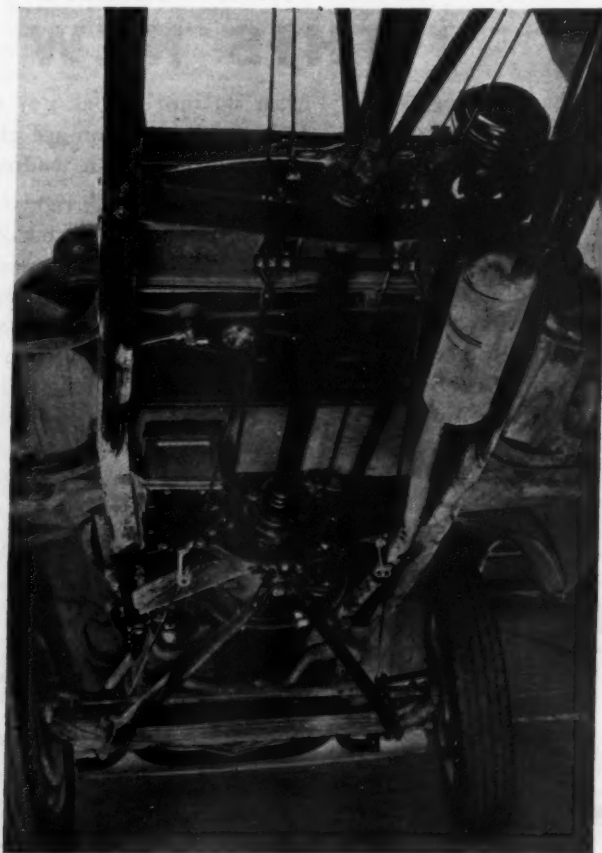
Instead of conventional steel gears, the power take-off of the new model is equipped with G-E Textolite gears. Forty times as resilient as steel, these gears have not proved to be permanently quiet but also long lived.

The new power take-off to compressor drive eliminates the undesirable features and complications of former mechanical and electric drives. Silent power-take-off unit with G-E Textolite gear and anti-friction bearings assure smooth, quiet operation. Drive-

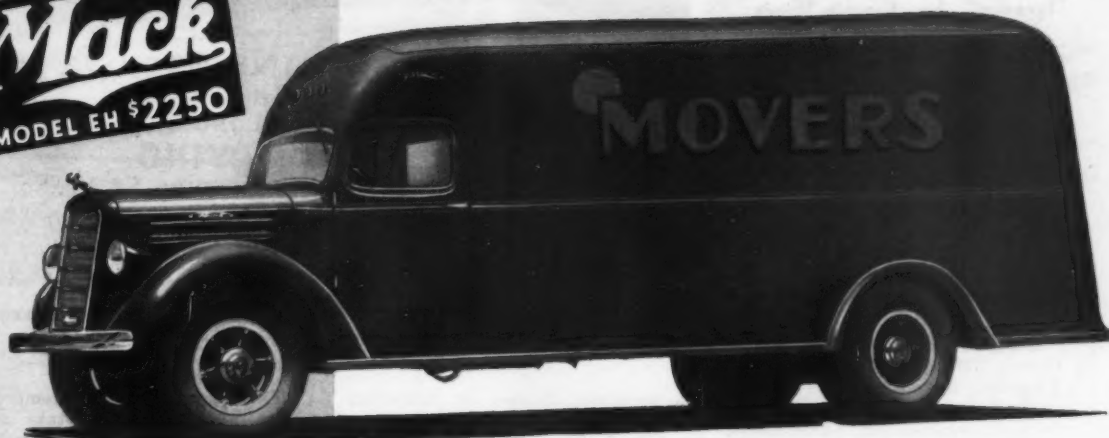
shaft with pre-lubricated sealed cartridge needle-bearing universal joints assures long-time reliability without attention. In fact, it is stated that this new drive compares favorably in quietness and reliability with the transmission and drive of a modern automobile.



General Electric body and views below of clutch drive and method of mounting on chassis off of power take-off, equipped with Textolite gears, quiet and long-lived



Mack
MODEL EH \$2250



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A MACK at \$2250*! This new Model EH, 18,000 lbs. gross rating, is the truck sensation of the year! It brings to new thousands of truck operators top quality, stamina, dependability and lasting economy at a price far below that of any Mack ever before offered! And another startling fact—new Mack Jr trucks down to ½-ton rated capacity have set new high standards of value in the lower-priced field. Write for full details *today*.

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Mack Jr
\$535 AND UP



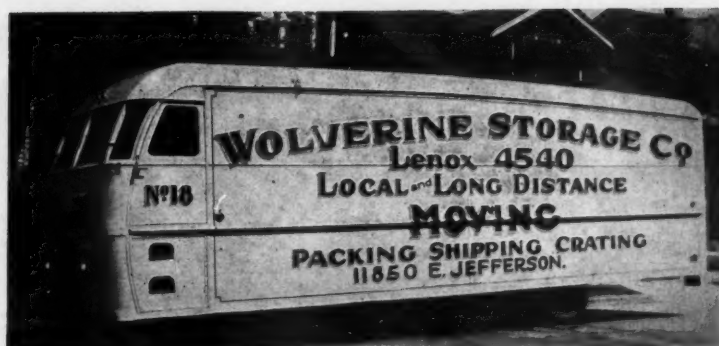
Northeastern Truck Interests Organize to Meet New England "Invasion" by Keeshin Lines

Described as a move to oppose New England "invasion" by Keeshin Transcontinental Freight Lines, Inc., Chicago, three large northeastern trucking companies have merged to form the Interstate Trucking Corp., visualized as the second largest in the country and capitalized at \$1,000,000. The new unit, which is seeking I.C.C. approval, would serve the entire northeast and offer midwest and southern facilities through affiliates.

Adley Express Co., New Haven, Conn., John J. McCarthy Co., Taunton, Mass., and Bay State Carloading Co., Boston, comprise the new organization, incorporated under Connecticut law. About 315 trucks and trailers would be operated, with more than 600 employees. The move is said to have been prompted by Keeshin overtures to Seaboard Freight Lines of Connecticut and three affiliates for outright purchase at \$250,000.

Furniture Movers Now an A.T.A. Division and Will Choose a Vice-President

(Washington Correspondence): Absorption of the household furniture movers group by the organized trucking industry was considered to have been completed this month with the announcement that



A new design cab-over engine body of Dowmetal made by Dow Chemical Co., Midland, Mich. A Ford chassis is used. Body is 30 feet long.

a separate division of American Trucking Associations, Inc., will be set up for them and that they will have the privilege of electing one vice-president.

Price Cutters and Vermin

"My son, never speak unkindly of price cutters, never knock them. Because God made them the same as he made crabs, hornets, lizards, roaches, ants, centipedes, fleas, lice, bugs, wasps, snakes, skunks and other unpleasant things.

"In His inscrutable wisdom He made them. Why He made them, only He knows. Some day He may enlighten us . . . but up to now, 'I'll be damned if I understand.'"

—Motor Truck News.

The organization now comprises seven divisions—interstate carriers, local cartage, automobile haulers, furniture movers, intra-state carriers, contract carriers, and dump truck operators. Each will have a vice-president, who will be the chairman of his respective group.—(James J. Butler.)

Wisconsin Demands Licenses for Out-of-State Trucks

THE Wisconsin Public Service Commission has notified about 2000 out-of-State truck lines which had applied for operating rights in Wisconsin or had been operating under temporary authority that they must get Wisconsin motor vehicle licenses before operating rights will be granted or made permanent.

Safety of Life and Limb Begins With Courtesy

(Concluded from page 25)

been involved, responsible for? Is he married or single? Is he bothered by domestic or other personal problems that might keep his mind from the exacting task of keeping his eyes on the road and his wits about him while driving?

It takes men with their minds on their work to build up no-accident records such as were established by four drivers for an ice and coal company in Milwaukee, Wis., each of whom has driven six years and 240,000 miles without so much as a nicked bumper. A newspaper truck driver for a Washington, D. C. newspaper drove his truck more than 190,000 miles without even a minor accident. Ten-year no-accident records are not uncommon.

Since 1927, each of three principal types of commercial vehicles, trucks, buses and taxicabs, has a much better fatal accident trend than the private motor car.

While passenger cars had become involved in about 55 per cent

more fatal traffic accidents by the end of 1934 than at the start of 1928, the taxicab safety experience was improving right along. At the end of 1934 taxicabs were involved in nearly 60 per cent fewer fatal traffic accidents than at the end of 1927.

From 1927 to 1933 commercial trucks involved in fatal accidents dropped off 5 per cent. A reversal of the trend carried the total up to a point 9 per cent above the 1927 figure. But, in the seven year interval truck registrations had advanced 11 per cent, and the total mileage driven by trucks had increased even more.

In 1929 there were 9 per cent more buses in fatal accidents than in 1927, but in 1930 there were five per cent fewer. The total continued to decrease until 1932, when it reached 27 per cent under the 1927 figure. In 1934 a sudden increase cancelled part of the gains, but the total was still 10 per cent below 1927.

Figures reported to the National

Safety Council show that of 1,073 fleets of commercial vehicles, 359 units in 15 fleets of coal and ice company trucks were involved in more accidents than any other type of commercial vehicle in the fiscal year, 1934-35. The accident rate for the year was 7.10 per 100,000 miles. The same type of fleet led the field in the previous year with a rate of 8.07.

In both 1933-34 and 1934-35 inter-city buses had the best accident rates, .96 and 1.16 respectively.

The reports showed that larger fleets had the higher average accident rate for the 1934-35 period. Of the various types of vehicle operators, commercial passenger car drivers (sales cars, etc.) had the lowest accident rate, 1.53; bus operators had the next lowest, 2.66; and truck drivers had the highest average, 3.34.

The 1934-35 accident rate for groups reporting was three per cent below the 1933-34 rate, making a total reduction of 44 per cent since 1930.

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*by instructing your truckmen
to use this*

NEW SERVICE



Authorize them to send 35c. Tourate Telegrams to announce time of arrival and departure, condition of roads, state of weather and other facts relating strictly to conditions of the trip.

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for details of this new service.

WESTERN UNION
TOURATE TELEGRAMS

Only **35¢** *FOR FIRST
15 WORDS*

ANYWHERE . . . EXCESS WORDS FOR FEW CENTS MORE

Calendar of Coming Events

August

- 11-14. International Apple Shippers' Association. At Hotel Statler, Boston.
19-22. National Food Distributors Association. At Hotel Statler, Boston.
24-29. National Drug Trade Conference. At Hotel Adolphus, Dallas.
31 to Sept. 2. Federal Wholesale Druggists Association. At Hotel Nicollet, Minneapolis.

September

- 8-11. Vegetable Growers Association of America. At Cleveland, Ohio.
13-16. National Hairdressers' & Cosmetologists' Association. At Hotel William Penn, Pittsburgh, Pa.
14-17. Perfume & Cosmetic Buyers Conference. At Hotel Commodore, New York.
21-23. Associated Coffee Industries. At Hotel William Penn, Pittsburgh, Pa.
27 to October 1. National Wholesale Druggists Association. At Hotel Greenbrier, White Sulphur Springs, W. Va.
27 to Oct. 3. Allied Trades of Baking Industry. At the Atlantic City Auditorium.
28 to Oct. 3. American Bakers' Association. At Atlantic City.

October

- 12-13. National Poultry, Butter & Egg Association. At Chicago.
19-23. American Bottlers of Carbonated Beverages. At Chicago.

November

- 10-14. Poultry Industries Exposition. At New York City.
19-20. National Containers Mfrs. Association. At Waldorf-Astoria, New York.

January—1937

- 11-14. National League of Wholesale Fresh Fruit & Vegetable Distributors. At the Biltmore, Atlanta.
18-21. Western Fruit Jobbers. At Chicago.
Week of January 24. National Cannery Association in conjunction with National Food Brokers Assn. Possibly in Chicago.

Eastman Suggests National Container System Under Joint Control Without Federal Regulation for the Present

(Washington Correspondence): A national system of interchangeable containers to be controlled jointly by all mediums of transportation and to be operated without Federal regulation has been projected by Coordinator Joseph B. Eastman.

In a lengthy report addressed to truckers, railroads, water carriers and shippers the Coordinator attempts an appraisal of the commercial market for container service, including traffic immediately and potentially available; kind of equipment required; charges for use of that equipment, and for transportation of goods moved in it; functions and operations required to carry on such a service; and benefits to be derived therefrom by each class of users.

The report assumes it will be necessary to set up one or more companies to own, maintain, supply, and supervise use of the containers, in view of the fact that they are intended to be available for service by rail, water, and motor carriers and designed for free interchange between them.

Coordinator Eastman recognizes the difficulty of a joint ownership by the carriers, due to the great number of truckers and the disorganized state of water carriers, but he presents that plan as the most logical. Practical considerations indicate to his mind, however, that independent ownership may be necessary.

At the outset the Coordinator dismisses the notion that independent ownership may lead to a monopoly of container service. Localized container services, now in wide use, would continue to function and prevent a great combine, he believes.

Regarding Federal regulation, he states: "Obviously a single company with a virtual monopoly, and unregulated, offers serious possibilities of abuse of various descriptions. On the other hand, the container business is by no means an established industry, as yet it has hardly entered even the development stage, and at best it would be attended by much risk. Public regulation at the outset and under these conditions might discourage enterprise. Freedom from public regulation at the outset does not mean, of course, that it cannot be imposed later on, if need appears."

The purpose of containers is to reduce cost of moving goods from points of production to points of consumption by eliminating unnecessary handling of goods. Containers are carrying units in which goods may be loaded for shipment. Railway cars and highway vehicles are not containers in this sense, nor are packing boxes, barrels, cartons, cans, or like units. Skid platforms and demountable vehicle bodies are examples of containers, designed not only for carrying goods in transit but also for handling and storage within individual establishments, warehouses and terminals.

An instance of operation cited by Mr. Eastman is this: a wholesale grocery might wish to have certain canned goods delivered at its warehouse in carload quantities, but in units of such size that they could be handled in and out of the warehouse and shipped to retailers without piecemeal handling of goods. In this instance, container service would include delivering to shipper the kind and number of containers required; routing loaded containers to wholesale grocery warehouse by the most economical combination of transportation agencies, which might for example be truck-rail-truck movement; routing them similarly, one or more in each shipment, from warehouse to retail stores; and finally collecting the empty containers from the retailers. The complete movement, from manufacturer to wholesaler to retailer, might involve several transfers of goods between truck and railroad car, or from one railroad car to another, in addition to transfers between vehicles and platforms, but each transfer would be made without breaking bulk. The goods would

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be loaded into containers by the original shipper, as near as possible to his packing bench, and unloaded by the final consignee as near as possible to his shelves.

The Coordinator's study of traffic was directed toward determining kind and quantity of goods which could be shipped in containers more economically than by other existing or proposed means. The survey covered primarily goods now shipped by rail, highway and water in carload and truckload lots. Studies were made also of some commodities shipped in L.C.L. and less-than-truckload lots. The factual information was secured from companies which ship or receive goods physically adapted to container shipment. Inquiries were sent to about 1200 large companies, each one representative in its commodity field. Studies were made also of commodity movements which might expect little if any economy from adoption of containers.

Statements made by shippers indicate that container service would promote improved merchandising of many commodities, as perishable food products, and would develop new markets and new producing and shipping areas, thereby creating new traffic for rail, highway and water carriers.

The study of physical equipment required for container service covered not only existing kinds of equipment, but many new kinds which have been developed or proposed. It included the requirements of shippers and receivers of goods in respect to size, capacity, design, and construction; existing and proposed means for handling, transferring, and otherwise moving containers, including motive power and vehicles for transporting them by rail or highway; and necessity for establishing sizes which are interchangeable or standard gauge. All containers, it was agreed, must be equipped with hooks or other attachments so they can be moved by hoisting machines when necessary, or moved horizontally when required. Refrigeration, hatchways, doors and other conveniences for loading, unloading and preserving commodities were also set down.

Containers were divided into two general classifications—inner and outer. An inner container is essentially a special packing box, used by shipper and receiver of goods. Studies of the effect of inner containers indicated they will reduce proportion of tare weight, considering all commodities suited to inner container shipment. The movement of empty inner containers will also have some effect on carrier revenue, and the net sum of all of these effects will be a saving to the carriers which in the long run might make it worth their while to establish a system of dunnage allowances; also to modify some of the rail classification rules covering packing materials and methods, the report states.

Factors suggested for arriving at charges include cost of ownership of equipment; proportion of revenue service to empty haul; cost of handling and storage; and all expenses incident to conducting the service. Except for possible reduction in tare weight, savings made by shippers and receivers through the use of inner containers are not related to distance or time in transit, and it is therefore recommended that charges should be made to shippers in the form of flat rate per container trip, the charge to cover delivery of containers to the shipper and collection from the consignee, use of containers while in transit, and a reasonable free time allowance before shipment and after receipt. Detailed studies of various commodities indicate the net result will be a saving to shippers, but it was agreed that the present rate structure of the railroad must be thoroughly revamped.

Consideration of the problem of operating national container service was based on the premise that such service would be conducted by one or a limited number of agencies which would own and maintain containers and lease them to users, and that containers provided by each agency would be interchangeable with those

provided by other agencies. The company would be similar in some respects to the Pullman Company or the Railway Express Agency, and it is assumed that ownership will represent the interests of all classes of users.

As projected in the Eastman report, a container company must deliver empties to users, collect them when released, store them when not in use, maintain them in proper condition, and coordinate their use for transportation and storage of goods. Certain of these functions could be contracted out to carriers, warehousemen and shippers.

For the present it is believed existing flat and gondola cars could handle transportation of outer containers, and box cars could serve to carry inner containers. Existing highway vehicles could be used to carry inner containers and many such vehicles are suitable for carrying small bulk outer containers, it is pointed out.

With development of this service a new type of motor truck would be expected to come into existence, such vehicles being equipped with chassis or platforms of special design, equipped with mechanical means for moving containers horizontally on or off vehicle. Highway vehicles so constructed would be usable, with relatively little modification, for general trucking service.

Benefits expected to accrue to the trucking industry are set forth as follows:

"Highway terminal operators will be able to utilize their vehicles to better advantage, chiefly through faster turn-around at loading and unloading points, and in some cases through heavier loading of certain commodities. A relatively small additional investment would be required to equip existing new highway vehicles with mechanical devices to move containers from or to railroad cars or fixed platforms. Such investment would increase the range of usefulness of the vehicle, and in many cases would be offset in a few months by increased earnings resulting from faster turn around. Highway carriers operating in and near cities and radiating from key concentration-distribution points should benefit through the large amount of tonnage to be hauled and stabilization of rates at a fair and profitable level.

"The long distance, intercity trucker would be adversely affected, unless he chooses to modify his field of operations by concentrating on terminal and short-haul work, in which service much of his equipment could be utilized to good advantage in collecting and delivering container loads in connection with rail and water line-haul movements.

"In cases where the haul is of such length that goods

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I will buy such envelopes, and also stamp collections loose or in albums. I have purchased many in this manner and pay good prices.

You may send to me direct; or, if you prefer, to my bank (name on request), where I will call to inspect stamps.

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can be transported economically by rail, containers can be transferred at low cost between highway vehicles and railroad cars, without unloading and reloading goods. Loss and damage to goods, both in handling and in transit will be reduced. The establishment of coordinated container service will tend toward stabilizing individual and joint freight rates."

Shippers and receivers will save money in intra-plant operations by handling and moving goods on inner containers without breaking bulk, the report states. Packing or packaging of goods can be eliminated in some instances, and reduced in others. Some items of manufacture can be loaded at point of production and kept intact to point of distribution, eliminating from 10 to 20 handlings which cost at least 25 cents a ton for each handling, says Mr. Eastman. The direct cost of handling them in bulk on inner containers averages not more than 8 cents per ton.

Transportation of goods in container loads will further benefit shippers and receivers through faster overall movement and complete door-to-door service at low cost made possible by economical combination of rail, highway and water transportation, the Coordinator declares. In addition to savings on physical operations, containers will offer commercial advantages to shippers by providing units which will meet their need for sales units of various sizes smaller than a car load, says the report, instancing refrigerated containers. In his summary of the situation, he asserts:

"Goods are transported from one place to another for the purpose of increasing their value for sale and use. In transportation, as in manufacturing, the value of goods is increased by performing work on them, and in the long run this increase in value is roughly proportionate to the cost of the work performed. Users of transportation are primarily interested in having goods transported with maximum net economy, resulting from a balance of cost, speed, and safety, and will use any transportation agency or combination of agencies which will produce this result. Maximum economy can be attained only when the entire movement of a shipment of goods is treated as a single operation, beginning at the point where the goods are ready to be shipped and ending where they are to be used. This requires integration and coordination of numerous successive steps in the complete movement, eliminating each part of the whole operation.

"Existing rail, highway and water transportation can be and are being coordinated in respect to a very limited number of commodity movements, but on the whole such coordination is far from complete, largely because of lack of interchangeability of equipment. There has been almost no coordination between organized transportation and intra-plant operations, for the same reason.

"The container service plan is squarely in line with present trends in marketing and distribution, in the development of improved transportation equipment, and in the elimination of waste in all of the operations of industry and commerce. The facts developed in preparing this report point to the conclusion that carriers and the shipping public need container service, and that it can be established as an integral and important part of our national transportation system."

Of interest to warehouse operators will be the following excerpt from the Eastman report:

"The coordinated use of containers on a nationwide scale will undoubtedly increase the number of cities which act as distributing points, and will tend to produce a more even spread of wholesale trade throughout the country. Wholesalers, jobbers, and warehousemen located in key concentration-distribution cities of moderate size would be in a position to profitably expand their volume of business through efficient handling of container lots of merchandise."

It was discovered that 55 cities handle 73% of all wholesale and 42% of all retail sales, although the

population of these cities is only 27% of the United States total. Metropolitan New York accounts for 23% of all wholesale trade, and 10 cities account for 50% of all such trade. With the 55 cities eliminated there are only nine States, each of which handles more than 1% of the total wholesale business of the United States, and all of the remaining 39 States account for only 14.5% of the total.—(James J. Butler.)

NECROLOGY

Death Removes Jerome C. Smith, Head of Quincy Market Company

JEROME CHURCH SMITH, president and treasurer of the Quincy Market Cold Storage & Warehouse Co., Boston, died on May 29 in East Freetown, Mass., after two weeks' illness. He had been identified with the firm since 1925.

Born in Boston in 1874, Mr. Smith was a son of Charles Whipple Smith and Harriet E. Farnsworth Smith. He prepared at Boston Latin School for Harvard, where he was graduated in 1895. After attending Harvard Law School he was admitted to the bar in 1897 and began practice in the office of the late Sherman Whipple. In 1913 he became senior partner in the stock brokerage firm of Whitney & Elwell, and five years later he retired and acted as consultant and business adviser in reorganizing and liquidating various concerns. He was a member of the Eastern Yacht Club and the Algonquin Club.

Mr. Smith's first wife was Ethel Simonds, of Dayton, Ohio, who died in 1922. His second wife, Anne Morton, whom he married in 1925, survives him, together with Herbert Farnsworth Smith, his son by his first marriage.

The funeral services on June 1 were attended by a group of storage executives who are members of the Massachusetts Warehousemen's Association, with which Mr. Smith was identified; these included H. S. Wiggin and S. G. Spear, Wiggin Terminals, Inc.; Charles E. Nichols, Merchants Warehouse Co.; E. W. Cobb, Fitz Warehouse & Distributing Co.; Louis M. Beeten, Commonwealth Ice & Cold Storage Co.; Bert Gage, formerly with the Quincy Market organization; and W. H. Belcher, secretary of the Massachusetts W. A. Burial was at Mt. Auburn Cemetery.

Mrs. A. L. Tripp Dies; Headed Warehouse Firm in Indianapolis

MRS. ANNA L. TRIPP, president of the Tripp Warehouse Company, Indianapolis, died on June 9, in a local hotel where she had lived for a number of years. She was the widow of Ernest H. Tripp, who founded the company in 1914 and who died in 1920, and she had operated the firm's business since his passing.

Born in North Vernon, Ind., Mrs. Tripp removed with her husband to Indianapolis about thirty-five years ago. Formerly president of the Indianapolis Free Kindergarten Society, she was active in various other charitable organizations. She was a member of the merchandise division of the American Warehousemen's Association, American Chain of Warehouses, Indiana Warehousemen's Association and the Warehousemen's Association of Indianapolis.

Richard C. Proctor Is Dead; Represented Lawrence Co.

Richard Cunningham Proctor, manager in New York City for the Lawrence Warehousing Company, San

Francisco, died in a hospital in Port Chester, N. Y., on June 5 after an operation. He was 45 years old.

A graduate of Harvard, Mr. Proctor was for a number of years a broker in New York. Two years ago he retired as partner in the brokerage house of Stanton & Co. to join the Lawrence organization. He is survived by his wife, Mrs. Dorothy Weed Proctor, and two daughters.

Joseph M. Pelchat

Joseph M. Pelchat, owner and manager of George E. Dewey & Company, a household goods storage firm in Hartford, Conn., died on May 18 after a long period of ill-health. He was 65 years old and is survived by his wife, Mrs. M. E. Pelchat. He was a member of the Mayflower Warehousemen's Association, Connecticut Warehousemen's Association and Motor Truck Association of Connecticut.

Announcement is made by Mrs. Pelchat that she will continue the business as sole owner and operating executive and will carry out her husband's ideas and principles.

John T. Bivin

John Thomas Bivin, founder of the Bivin Transfer & Storage Co., Indianapolis, died on May 27. Born in Middletown, Ky., he was 79 years old. He retired from business about eighteen months ago.

Henry Bartow Hall Dies

Henry Bartow Hall, formerly for a quarter-century warehouse superintendent of the Fidelity Storage Company, Washington, D. C., died of a heart attack on May 21 at his home at 998 Park Road. He was 72 years old.

W. E. Godel

W. E. Godel, vice-president and operating executive of the Peoria Service Company, operating a refrigerated storage business in Peoria, Ill., died on April 7. He was a member of the Association of Refrigerated Warehouses, cold storage division of the American Warehousemen's Association.

R. T. Gillespie

R. T. Gillespie, manager of the Dairystate Cold Storage Co., Wisconsin Rapids, Wis., died on Feb. 17.

J. R. Bernd, Sr.

J. R. Bernd, Sr., chief engineer of the Union Storage Company, Pittsburgh, died on March 5.

Federal Survey Shows Increasing Use of Truck Transport of Farm Products

(Washington Correspondence): Movement of farm products to market by motor truck, many shipments traveling long distances over the roads of several States, is continuing to increase, the Bureau of Agricultural Economics reports.

The movement includes large tonnages of fruits, vegetables, cattle, hogs, sheep, milk butter, eggs, poultry, and other farm products.

Distance from market is becoming less of a barrier, the survey shows. The study discloses that eggs are received in the New York market by truck from markets as far distant as Missouri and the Dakotas. Conveyances vary greatly in size and include delivery cars and large trailers which carry nearly a train carload of butter and eggs at one time.—(James J. Butler.)

Pooling of Merchandise Traffic Voluntarily by the Railroads Is Counseled by Eastman in Report

(WASHINGTON CORRESPONDENCE): Coordinator Joseph B. Eastman, in his long-awaited report on merchandise traffic, issued on May 30, shook a warning finger at the railroads, advising them that unless they voluntarily establish a system for pooling such traffic, employing both rail and trucks, he would ask the Federal Government to step in and set up such a plan.

The Coordinator suggested nationwide door-to-door service capable of taking from the speedier and less-costly highway transportation all shipments moving in excess of 150 miles, and eventually all shipments moving 75 miles or more, and eliminating the freight forwarders.

By merchandise traffic is meant all less than carload lots, except milk, and excluding merchandise carried by pipe lines. All shipments coming within the classification above described and which move by rail are being carried at a loss, said Mr. Eastman, due to wasteful duplication of services, facilities and routes.

To cure this situation he proposes pooling of all railroad less than carload freight, express and forwarder traffic into one, two, three or four railroad-owned merchandise agencies, each national in scope, which would coordinate train and truck service to give efficient, fast, complete door-to-door transportation on a basis of rates much simplified but properly related to costs.

The existing system of rail merchandise traffic was indicted as "wasteful and ineffective in the face of keen competition."

Drawing upon data gathered in surveys, Mr. Eastman pointed out that in 1932, l.c.l. and express tonnage handled by the railroads was less than 37 per cent of the average handled in 1923-1925—a decrease much greater than was suffered in carload freight traffic; and greater, in his opinion, than was warranted by depressed business conditions. About two-thirds of the rail l.c.l. and express traffic lost was found to have gone to other transportation agencies, including motor vehicles, freight forwarders, and water carriers. The volume of merchandise handled by highway was found to be more than twice that carried in rail l.c.l. service.

"The motor vehicle was found generally superior in speed to the freight train, and faster than rail express service for distances under 150 miles," Coordinator Eastman comments. "Collection and delivery service was also found to have been a large factor in the growth of highway transportation, as well as the convenience arising from the flexibility of motor vehicle service in general. As to reliability, each type of carrier was found to have its advantages and disadvantages."

"The section report found that diversion of merchandise traffic from the rails had also been caused by complex rail classifications and tariffs, burdensome packing requirements, incomplete transportation, higher rates, and the rigidity as well as the structure of the rail rate systems. The level of rail l.c.l. charges, as indicated by third-class rates, was found to be higher than the cost to the shipper for highway transportation over distances ranging from 280 miles in the East to 950 miles in the Southwest."

The financial study showed that truckers' charges furnish only a slight margin of return above costs of operation. Forwarders were found to be earning a profit both for themselves and for the railroads they patronize, but were considered detrimental to competing railroads and conducive to rate demoralization.

Particular significance attaches to the latter statement in view of the fact that the Interstate Commerce Commission launched an investigation into forwarding

practices just a few days before the Eastman report was made.

The Coordinator arrived at another significant conclusion—namely, that present highway transportation of merchandise is relatively more economical than rail transportation for all distances.

He expressed a conviction, however, that possible improvements in rail service might give the railroads the advantage in trips of more than 150 miles, but saw no hope of those carriers ever displacing trucks on trips of 75 miles or less.

Listed in the report as conditions requiring correction are:

Practices causing preventable wastes; handling by one agency of traffic which could be more efficiently handled by another; and competitive and indirect rate-making which threatens rate demoralization.

Causes of these conditions are found to be: lack of integration of traffic, organizations, facilities and services; inferiority of rail services in speed, completeness, convenience and protection of lading; and higher total rail charges, due in part to complexity of classification and tariffs, burdensome packing requirements, incomplete transportation, multiple rate scales, rate rigidity, and rate levels.

Proposed as remedies for these conditions are: integration of rail l.c.l. express and forwarder traffics and services; a modernized system of merchandise transportation from door to door, in equipment designed for the service, at speeds and on schedules meeting modern conditions; a modernized system of merchandise traffics, simple, intelligible and designed to encourage the economic division of traffic among transportation agencies; and coordination of rail and highway transportation, so that merchandise will be collected and distributed by highway in less-than-carload quantities and moved by rail largely in consolidated car loads.

The economies which might be expected to result from these changes were estimated at about \$100,000,000 a year.

The Coordinator's staff had recommended to him that all rail merchandise services be pooled in the hands of two competing railroad-owned merchandise agencies, each national in scope, of comparable strength and operated by independent managements. The acquisition of forwarding companies, to secure the benefits of their experience in efficient merchandise handling, also was urged. The joint operation would embrace door-to-door service in addition to rail carriage. He rejected the suggested limitation to two competing agencies.

By analysis, the staff sought to show that by pooling and concentration, sufficient volume would be obtained by the rails to permit daily operation of merchandise cars with an average of 12 tons per car throughout the United States. The report showed that 3,000,000 tons of merchandise was moving annually by highway over distances exceeding 250 miles, and 12,000,000 tons for distances between 50 and 250 miles. At the same time, 10,000,000 tons of l.c.l. freight was moving by rail for distances under 50 miles. Coordination would affect an exchange of about 10,000,000 tons of merchandise between rail and highway, with each carrier then handling the type of traffic it is capable of transporting most efficiently, the report predicted.

Before preparing his recommendations, Coordinator Eastman submitted a copy of the section report to the railroads. As was expected, opposition was vigorous and immediate. If there were to be two national merchandise pools, they argued, the competition would be "shadowy at least," increase loaded car-miles about 20 per cent, add \$9,500,000 to line and terminal expense, and cost about \$31,000,000 additional for administrative and selling expense.

Additional complaint was made against alleged inaccuracies in the section report; against generalities which do not allow for local conditions; against the use of 1932 as a representative year; against the plan of organization and operation of the proposed pools, division of revenues, Government representation, acquisition of forwarders, and various other details.

The railroads disapproved the proposed universal collection and delivery service, without restrictions, allowances or mileage limitations. They approved the principle of collection and delivery, but preferred variation in the plan of operation according to local conditions. They also approved joint trucking service in common terminals, where the carriers "agree that this is practicable."

The proposal of special shock-proof cars was frowned upon as too expensive, the carriers pointing out that cars must be interchangeable between carload and l.c.l. if cross-hauling of empties is to be avoided. Criticism of existing packing regulations was declared to be unwarranted on the argument that they are no more burdensome than truck packing requirements on most traffic.

A suggestion that the railroads be permitted to proceed cautiously, organizing pooling agencies on a regional basis, was suggested; but the Coordinator already had pointed out that the roads had failed to make any significant progress in this direction, as the proposal of pooling was made to them two years ago. Mr. Eastman stated:

"Unfortunately, this policy has not borne much fruit. It is now approaching two years since agreement was reached on the necessity for action, but the action was left to the initiative of the individual railroads. This seems enough time at least for a start to have been made, yet the merchandise problem today is largely exactly what it was two years ago.

"Regulations of interstate operations of motor carriers has become a fact. Store-door collection and delivery has been widely introduced. Individual railroads have purchased truck lines and arranged some coordination of rail and highway transportation.

"But of joint railroad action to get at the root of the merchandise problem, which is the multiplicity of services, facilities and routes, there has been nothing. Even the store-door collection and delivery, which might be considered a substantial step toward a better system of merchandise transportation, has been independently established, without the other changes in operation, service, and rates which should have gone with it, so that the net effect has apparently been to make railroad merchandise operations more expensive, in opposition to the essential need.

"It is impossible for me to understand or excuse the failure of the railroads to take voluntary action in line with the principles which they have approved. The conclusion is forced upon me that if progress is to be made, some form of compulsion is necessary, either by the Association of American Railroads or by the Government."—(James J. Butler.)

Railroads Plan to Spend \$5,000,000 to Advertise Transportation "Superiority"

(Washington Correspondence): Railroad systems of the United States are raising a \$5,000,000 advertising fund to "sell" the "superiority" of their form of transportation to the country.

At headquarters of the Association of American Railroads here it is insisted the fund is not a war chest to wage rail vs. truck warfare but represents merely development of a modern business practice long neglected by association members.

Railroads Cite Shipper-Demand for Store-Door Service; Trucking Interests Oppose, at I. C. C. Hearing

(Washington Correspondence): With a volume record already compiled in hearings here extending one full week, and hundreds of additional pages of testimony to be gathered at sessions in New York, Chicago, and possibly other points, the facts which will determine whether railroads may establish pick-up and delivery service without qualifying under the Motor Carrier Act are now in the process of being assembled by the Interstate Commerce Commission.

The organized trucking industry sounded the keynote of its opposition in the opening days of the hearing by declaring it has no desire to prevent railroads from entering this field, but must insist that the rails meet the mandates of the Federal regulatory Act. Otherwise, it was argued, the entire structure of truck regulation would break down and the new law rendered impotent.

Railroad representatives contended that widespread demand by shippers for a complete transportation service from door to door, under one responsibility, makes it absolutely necessary for the railroads to provide this service or risk further heavy loss of less-than-carload business.

Three different forms or proposed forms are under scrutiny. First are the tariffs which, suspended on March 31, provided for free collection and delivery, with an allowance of 5 cents per 100 pounds to shippers who perform their own service at either end of line rail haul; second are the tariffs suspended on May 23, similar in all respects except that the rebate feature was eliminated; third are the pick-up and delivery services which provide free carriage for hauls up to 260 miles, with graduated charges for hauls in excess of that distance, a proposal permitted to the rails in 1933.

The first, providing an allowance, is now in effect in almost all sections except the East.

Trucking maintains the tariffs are illegal in form and unlawful in substance because the rails do not hold certificates of convenience and necessity to operate motor vehicles; because joint tariffs or concurrences are not on file; because separate statements of adequate charges for the rail and truck service are not provided; because discrimination and preferences are inherent in the set-up; because accounting requirements of the law are disregarded; and because, so the argument runs, the tariffs are devices for cut-throat competition and monopoly.

The segment not embraced in the area where rail pick-up and delivery is operative under the tariff providing an allowance—the eastern section—is concerned with the plan for free service beyond 260 miles with a graduated scale for greater distances eliminated. Tariffs were permitted to go into effect in 1933 with the 260-mile limit over the protest of the trucking industry. When the I.C.C. decided to inquire into the subject in all of its aspects, it suspended these tariffs on its own motion. The suspension came just as additional railroads were about to inaugurate this service; in fact many of them had widely advertised its adoption as of June 1.

Hearings in Washington concerned themselves chiefly with proposals of the eastern railroads. This limitation, however, does not restrict the battleground insofar as the truckers are concerned, for the reason that the highway transporters are waging war on the policy of collection and delivery service by railroads at any place, and in any form, unless the rails comply with the motor carrier legislation.

Fred Carpi, general freight agent of the Pennsylvania Railroad, carried the force of the railroad argument on

the opening day. He said pick-up and delivery in the form in which it now exists on certain eastern railroads received the enthusiastic response of shippers and receivers, and demonstrated conclusively that a complete door-to-door service by railroads was a proper, in fact essential, step. He produced statistical tables to show that the introduction of this service was responsible for the increased tonnage that the Pennsylvania received as contrasted with roads not providing the service in official territory.

After inauguration of the 260-mile limit free service in 1933, Mr. Carpi stated, research was conducted to ascertain public reaction. This included two mail inquiries. The information so gained, he testified, resulted in simplification of requirements in a number of respects; in removal of restrictions applying to certain commodities, and in establishment of new features, including a collection on delivery plan by which, if requested, the railroad representative at receiving point collects invoice price of merchandise and remits it to shipper.

The railroad discovered, however, that the plan did not go far enough, for the reason that the charges beyond 260 miles made it impossible to "sell" the service to shippers and receivers located beyond that point. Those taking the service and paying the charges were threatening to discontinue it, he related. Meanwhile, he continued, study showed that competing agencies of transportation were offering rates below the station-to-station tariffs between important heavy traffic centers, and in some cases were maintaining rates only for the higher classifications of business, thereby taking away from the railroads the higher rate and the more attractive tariff between important points.

Eastern railroads, he contended, are losing much traffic to and from Washington because of competition by southern lines which have been permitted to furnish complete service at station-to-station rates. Pennsylvania Railroad's loss by diversion to such roads was estimated at \$500,000 a year.

Illustrative of the decline in less-than-carload tonnage, Mr. Carpi pointed out that if L.C.L. had followed the trend of carload traffic, the Class 1 railroads of the United States in 1935 would have originated 27,102,000 tons of less-than-carload instead of 14,000,000 tons; the eastern railroads would have originated 13,152,000 tons, instead of 7,171,000 tons; and the Pennsylvania, 3,294,000 tons, instead of 1,890,000 tons. The revenue loss on this basis was fixed by the witness at \$435,000,000 for the Class 1 railroads, \$175,000,000 for the eastern railroads, and \$46,000,000 for the Pennsylvania.

J. L. Webb, superintendent of stations and transfers of the Pennsylvania, presented additional arguments for elimination of the charges for services extending beyond 260 miles. He testified that even the limited door-to-door service had proven to be of public interest by lowering transportation costs, providing an earlier delivery to receivers, and later closing time for shippers, and a material reduction in transit time from shipper to receiver.

Hearings in the I.C.C. investigation are expected to last one month. The sessions moved from Washington to New York City, and will be continued in Chicago, July 21. Decision will not be made on the issues involved for about three months, it is predicted here.—(James J. Butler.)

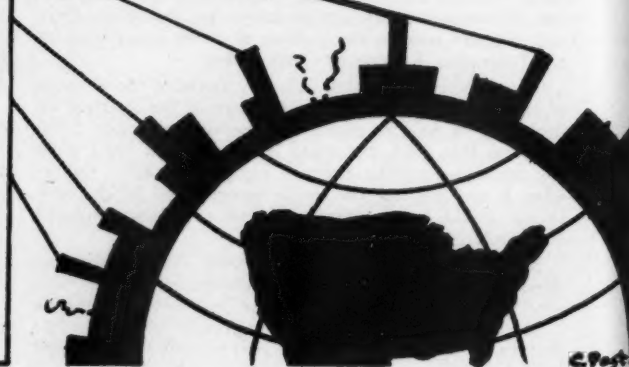
Doyle Motor Freight Lines, Saginaw, Mich., will build a \$10,000 two-story warehouse, 50 by 240 feet, on Davenport Street.

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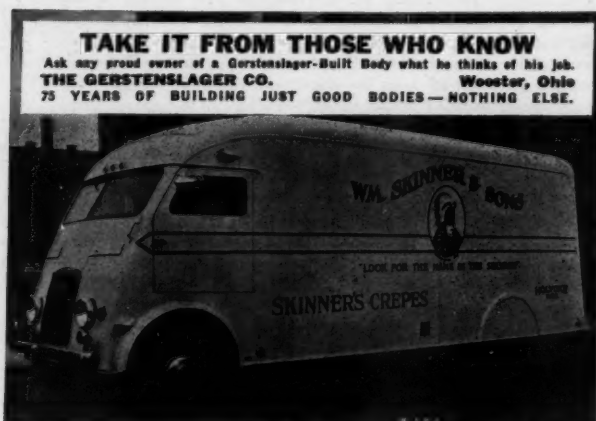
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Goodelhoefer Wagon Co., John; 202 Kentucky Ave., Indianapolis, Ind.
Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.
Herman Body Co.; 4420 Clayton Ave., St. Louis, Mo.
(See advertisement elsewhere in this issue)
Met-L-Wood Corp.; 6755 W. 65th St., Chicago, Ill.
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Darnell Corp., Ltd.; 2517 E. 11th St., Long Beach, Cal.
Divine Bros.; 101 Whitesboro St., Utica, N. Y.
Fairbanks Co.; 398 Lafayette St., New York, N. Y.
(See advertisement elsewhere in this issue.)
Faultless Caster Co.; 1521 No. Garvin St., Evansville, Ind.
Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
Lansing Co.; 602 Cedar St., Lansing, Mich.
(See advertisement elsewhere in this issue.)
Menasha Wood Split Pulley Co.; P. O. Box No. 3, Menasha, Wis.
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Payson Mfg. Co.; 2920 Jackson Blvd., Chicago, Ill.
Phoenix Caster Co.; Hamilton, Ohio.
Saginaw Stamping & Tool Co.; Saginaw, Mich.
Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
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This new Handy cleaner which resembles in exterior appearance the usual stock equipment has solved the problem by the use of a self-cleaning principle. Thus the old problem of clogging that occurs when trucks are traveling in dusty country for any length of time is solved.

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In this new cleaner has been introduced a wire element which serves only as a condenser for trapping and returning to the tank the dirt-laden oil mist. This element is subjected to a continuous oil bath which keeps it from clogging. Only the oil clean enough to be capable of transformation into mist is used. The cleaner will operate effectively and with its initial efficiency as long as there is fluid oil in the tank. After thousands of miles of use, the oil of which there is 1 quart in the system, can be changed in a few minutes.

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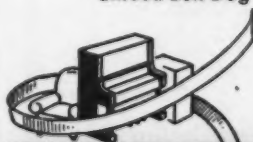
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COVERS (Paper Furniture)

Ace Paper Co., Inc., 127 Bleecker St., New York, N. Y.
Pfleger-Hamilton-Daily Co., 348 N. Dearborn St., Chicago, Ill.

COVERS (Piano)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
(See advertisement elsewhere in this issue.)
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)
Iden Warehouse Supply Co.; 544 Washington Blvd., Chicago, Ill.
New Haven Quilt & Pad Co.; 80-86 Franklin St., New Haven, Conn.
(See advertisement elsewhere in this issue.)
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)
Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)
Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.

COVERS (Truck) (Tarpaulins)

Baker-Lockwood Mfg. Co., Inc.; McGee Trafficway at 23rd St., Kansas City, Mo.
Brown, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
Carpenter & Co., Geo. B.; 440 N. Wells St., Chicago, Ill.
Channon Co., H.; 149 N. Market St., Chicago, Ill.
Des Moines Tent & Awning Co.; 913 Walnut St., Des Moines, Iowa.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)
Hoegge Co., Inc., Wm. H.; 138 S. Main St., Los Angeles, Cal.
Hooper & Sons Co., Wm. E.; 3502 Parkdale St., Baltimore, Md.
Iden Warehouse Supply Co.; 544 Washington Blvd., Chicago, Ill.
Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)
Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.
U. S. Tent & Awning Co.; 707 N. Sangamon St., Chicago, Ill.
The Wagner Awning & Mfg. Co.; 2658 Scranton Road, Cleveland, Ohio.
Wintermute, Paul S.; 484 Market St., Newark, N. J.

DOLLIES

De Boer Mfg. Co., Inc.; Syracuse, N. Y.
Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
International Engineering, Inc.; 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)
Nutting Truck Co.; 252 Kinzie St., Chicago, Ill.
Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.

DOORS (Elevator and Fire)

California Fpf. Door Co.; 1919 E. 51st St., Los Angeles, Cal. (Fire)
Harris-Presley Door Co.; 228 N. LaSalle St., Chicago, Ill. (Fire)
Kinsner Mfg. Co.; 1270 Fields Ave., Columbus, Ohio. (Fire)
National Refrigerator Co.; 827 Koenig Ave., St. Louis, Mo. (Cold stage)
Peelle Co., The; Harrison Pl. & Stewart Ave., Brooklyn, N. Y. (Elevator)
Richmond Fpf. Door Co.; N. W. Fourth & Center Sts., Richmond, Ind. (Elev. and fire)
Security Fire & Door Co.; 3044 Lambda Ave., St. Louis, Mo. (Elev. and fire)
Smith Wire & Iron Works, F. P.; Fullerton, Clybourne & Ashland Aves., Chicago, Ill. (Fire)
Variety Mfg. Co.; 2958 Carroll Ave., Chicago, Ill. (Cold stage and fire)
Vulcan Rail & Const. Co.; Grand St. & Garrison Ave., Masspet, N. Y. (Fire)

ELEVATORS

Alvey-Ferguson Co., Inc.; 75 Blaney Ave., Oakley, Cincinnati, Ohio.
Montgomery Elev. Co.; 30 Twentieth St., Moline, Ill. (Passenger and freight)
Otis Elevator Co.; Eleventh Ave. & 26th St., New York, N. Y.
Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Passenger and freight)

ELEVATORS (Portable)

Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill.
Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.
Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.
Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.
Link-Belt Co.; 2045 Hunting Park Ave., Philadelphia, Pa.

EXCELSIOR

Allen, Inc., Charles M.; Fulton, N. Y.
American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.
Orange Mfg. Co.; Elmsford, N. C.
Phillips Excelsior Co.; Chattanooga, Tenn.
Sheboygan Pad Co.; 1801-5 Erie Ave., Sheboygan, Wis.

EXTINGUISHERS (Fire)

American-La France and Foamite Corp.; 100 E. La France St., Elmira, N. Y.
Elkhart Brass Mfg. Co.; 1302 W. Beardsley Ave., Elkhart, Ind.
Kidde & Co., Inc.; Walter; 5 West St., Bloomfield, New Jersey
Oil Conservation Eng. Co.; 877 Addison Rd., Cleveland, Ohio.
Pacific Fire Extinguisher Co.; 142 9th St., San Francisco, Cal.
Pyrene Mfg. Co.; 560 Belmont Ave., Newark, N. J.
Safety Fire Extinguisher Co.; 290 Seventh Ave., New York, N. Y.
Solvay Sales Corp.; 40 Rector St., New York, N. Y.

FANS (Industrial Ventilation)

International Engineering, Inc.; 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)

FLOOR REPAIRING MATERIAL

Master Builders Co.; 7016 Euclid Ave., Cleveland, Ohio.

FUMIGATING EQUIPMENT

Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.

61-63 East Goodale St., Columbus, Ohio. Trade named as Belfone this new equipment offers to even the smallest establishments the advantages of sound equipment that has previously been considered a costly luxury suited only for large firms... (a two-way system costing as little as \$39.50).

Incorporating certain principles of radio, using an amplifier, microphone and loudspeaker, it permits the transmission of voice from one department to another. With a box, approximately the size of the smallest midget radio, placed on the desk or counter, one just flips a key and talks in a normal voice. Amplified and received by a combination of loudspeaker and microphone, the person at the other end distinctly hears and replies. A volume control and two different types of loudspeaker permits the voice received to be of any degree of loudness for the quick communication with a party stationed either at one point or various places in a department. In stock rooms or kitchens, more than one loudspeaker can be used. Even though a person may be standing 25 or more feet from the receiver, his reply, in a normal voice, will be picked up and transmitted.

By a combination of two or more of these small, compact units, very simply wired, a wide variation of systems can be accomplished. One station can talk to anyone of a number of stations by means of a selector key. Also, with a multiple hook-up, there can be a number of simultaneous conversations.

It is reported that the equipment is practically foolproof, with no delicate parts to get out of order and that it has a high degree of sound fidelity. The apparent advantages are remote conversation with cross-the-desk convenience; no delay in making connections; no clogging of outside lines; reduction in expensive switchboard rentals; and an all-around speeding up of intra-department business.

Floyd W. Bell, 2755 Indianola Avenue, Columbus, Ohio, is president of the company, which manufactures and distributes internationally portable public address equipment and especially designed, permanently installed sound amplifying systems. The new Belfone is now being offered through the same radio jobbing channels. *Distribution and Warehousing.*

Clark Lift-Jack and Platform Equipment

JUST introduced, these new products incorporate a number of new ideas in the lift jack and platform field. They are featured by their ease of handling and accessibility in congested areas.

The lift-jack makes possible because of its design quick movement of stock. On continuous production operations, a single operator with one Clark jack can keep the stock on the move, spotting the loaded platform, disengaging the jack and



quickly and easily moving on to the next one for successive operations. As shown, herewith, the jack unit consists of a reinforced steel housing enclosing a fulcrum lift mechanism

FURNITURE TIE

J. E. Fricke Co., 40 North Front St., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)

HOISTS (Chain and Electric)

Alloy Steel & Metals, Inc., 1863 East 65th St., Los Angeles, Calif. (5 Ton Hand Hoist)
Box Crane & Hoist Corp.; Trenton Ave. & E. Ontario St., Philadelphia, (Elec.)
Cisholm-Moore Hoist Corp.; 4056 Lakeside Ave., Cleveland, Ohio. (Chain)
Harnischfeger Corp., 4401 West National Ave., Milwaukee, Wis. (Chain and elec.)
Harrington Co.; Callowhill & 17th St., Philadelphia, Pa. (Chain and elec.)
Hobbs Co., Clinton St.; 208 Chelsea St., Everett St., Boston, Mass. (Chain and elec.)
Reading Chain & Block Corp.; 2100 Adams St., Reading, Pa. (Chain and elec.)
Reaper Crane & Hoist Works, Inc.; 1776 N. Tenth St., Reading, Pa. (Chain)
Wright Mfg. Co.; York, Pa. (Chain)
Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa. (Chain and elec.)

INSECTICIDES

Barrett Co.; 40 Rector St., New York, N. Y.
(See advertisement elsewhere in this issue.)
Carbide & Carbon Chemicals Corp., 80 E. 42nd St., New York, N. Y. (Gas)
Oswell Co., Dept. M; 4250-56 No. Crawford Ave., Chicago, Ill.
Dethol Mfg. Co., Inc., 922 E St., Washington, D. C.
Enos Chemical Co.; 2480 Indiana Ave., Chicago, Ill.
Grasselli Chemical Co.; Guardian Bldg., Cleveland, Ohio.
Gretsch & Co., Inc., Ralph; 1150 Broadway, New York, N. Y.
Liquid Carbonic Corp., 3105 So. Kedzie Ave., Chicago, Ill.
Michigan Alkali Co.; 60 E. 42nd St., New York, N. Y.
Midway Chemical Co., 5285-5259 W. 65th St., Chicago, Ill.
National Home Sanitation Co., Dept. A.A., 627 First Ave., North, Minneapolis, Minn.
Petter Mfg. Co., Inc.; Dept. H, 12 Henry St., Bloomfield, N. J.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)
Wisard, Inc., 5235-5259 W. 65th St., Chicago, Ill.



POSITIVE METHOD OF INSECT CONTROL!

No insect, its eggs, larvae or pupae can survive fumigation with Proxate. Penetrates porous coverings... no odor, taint or residue. Not dangerous to humans... non-flammable... non-explosive. Easy to use. Write for Proxate Booklet

THE LIQUID CARBONIC CORPORATION
1165 South Kedzie Avenue, Chicago, Illinois

PROXATE

NAPHTHALENE FLAKES

Barrett Co.; 40 Rector St., New York, N. Y.
(See advertisement elsewhere in this issue.)
Gretsch & Co., Inc., Ralph; 1150 Broadway, New York, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)

PADS (Canvas Loading)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
Gatch Co., Walter M., 630 W. Adams St., Chicago, Ill.
Iden Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.
Louisville Bedding Co.; Preston & Market Sts., Louisville, Ky.
Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.
New Haven Quilt & Pad Co.; 80-86 Franklin St., New Haven, Conn.

IRON HORSE

Reg. U. S. Pat. Off.

FURNITURE PADS

Always improving values through nineteen years of honest service.

Cut sizes 36 x 72, 54 x 72, 72 x 72, 80 x 72.

Write for prices and samples.

Van Linings
Grand Covers Tietape

CANVAS SPECIALTY CO., Inc. 90 Grand St., N. Y. C.



Fulco

gilt-edge

FURNITURE PADS

and TARPAULINS

The best buy in Furniture Pads on the market today! FULCO is the quality pad with our special non-rump liner and reinforced Felco Gilt Edge webbing ends. You will find FULCO PADS a real economy for both truck and warehouse use—give better protection—last longer.

Write today for 1936 prices on FULCO PADS, FULTEX and SHUREDRY TARPAULINS (standard weather protection equipment for open trucks), REFRIGERATOR COVERS, RADIO COVERS, WIPING CLOTHS, BURLAP, and WRAPPING TWINE.

Fulton Bag & Cotton Mills

Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

PIONEER

VAN PADS

Are more economical. Safer and the surest travel insurance.

Made of new cotton and jute. Covered with heavy cotton drill and sis bag stitched to prevent slipping and packing.

In addition to Van Pads there are form fitting Pioneers to fit all pieces of furniture. Cut size 72"x80" Pioneer Van Pads \$23.00 per doz.

LOUISVILLE BEDDING
COMPANY, Inc.

Preston & Market Sts.
LOUISVILLE, KY.



New Haven Quilt & Pad Co., New Haven, Connecticut
We Would Like To Share In Your 25th Anniversary Special

25 Dreadnaught Pads for the Price of 2 Dozen

DOZ. 36 x 72 In. cut size @ \$12.50 Doz.
DOZ. 54 x 72 In. cut size @ \$18.50 Doz.
DOZ. 72 x 72 In. cut size @ \$22.50 Doz.
DOZ. 72 x 80 In. cut size @ \$23.50 Doz.

TERMS: 2% Cash 10 days, Net 30 days on approved credit
(or 3% C. O. D.) F.O.B. New Haven, Conn.



Name

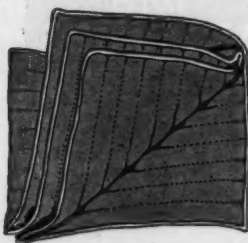
Address

City State



PADS (Canvas Loading)—Continued

Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.
Wagner Awning & Mfg. Co.; 2658 Scranton Ed., Cleveland, Ohio.
Western Felt Works; 4029 Ogden Ave., Chicago, Ill.



POWCO FURNITURE PADS

CUT SIZE
72 x 36"
72 x 54"
72 x 72"
72 x 80"

Quality pads, extra heavy cover, bound on all four sides, which means twice the service; lock-stitched, not chain stitched, prevents raveling.

Filler laid one way, stitched the opposite, prevents "thinning out" or "jumping." Made with cotton filler, gives extra thickness and permanent body.

Furniture Taps, 1 1/2" wide, Rolls of 27 yards.

Tarpaulins
Truck Covers
Awnings

POWERS & CO. REED ST. 25TH TO 26TH
PHILADELPHIA

PADS (Excelsior Wrapping)

American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.
Dale Bros. Excelsior Pad Co.; 1059 Plainfield Ave., N. E., Grand Rapids, Mich.
Indiana Excelsior Co.; S. Keystone Ave. & Belt R.R., Indianapolis, Ind.
Pioneer Paper Stock Co.; 445 W. Ohio St., Chicago, Ill.
Sheboygan Pad Co.; 1201-S Erie Ave., Sheboygan, Wis.
Washington Excelsior & Mfg. Co.; Ft. of Main St., Seattle, Wash.

PAPER (Moth Proofing)

White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.



It was true 50 years ago—it's just as true today: the surest, safest and most economical method of moth-proofing your warehouse is also the simplest!

WHITE TAR NAPHTHALENE BALLS or FLAKES

Write for Prices



THE WHITE TAR COMPANY
OF NEW JERSEY, INC.

(A Subsidiary of the Koppers Co.)

Belleville Turnpike

Kearny, N. J.

PAPER PACKING MATERIALS

Ace Paper Co., Inc.; 127 Bleeker St., New York, N. Y.
Jiffy Pad & Excelsior Co.; 45 N. Washington St., Boston, Mass.
Kimberly Clark Co.; 8 S. Michigan Ave., Chicago, Ill.
Pitche-Hamilton Daily Co.; 545 N. Dearborn St., Chicago, Ill.
Pioneer Paper Stock Co.; 445 W. Ohio St., Chicago, Ill.

PAPER (Tar)

Gretsch & Co., Inc.; Ralph; 1150 Broadway, New York, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.

PARTITIONS (Steel)

Edwards Mfg. Co.; 829 Eggleston Ave., Cincinnati, Ohio.
Hauserman Co., E. F.; 6991 Grant Ave., Cleveland, Ohio.
Mills Co., The; Wayside Rd. & Nickel Plate R. R., Cleveland, Ohio.
Page Fence Assn.; Dept. E, 820 N. Michigan Ave., Chicago, Ill.
Phoenix Wire Works; 1940 E. Kirby Ave., Detroit, Mich.

PIANO DERRICKS AND TRUCKS

Fairbanks Co.; 398 Lafayette St., New York, N. Y.
(See advertisement elsewhere in this issue.)
Iden Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.
Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)

RACKS (Storage)

Barrett-Oravens Co.; 3264 West 30th St., Chicago, Ill.
Berger Mfg. Co.; 1039 Belden Ave., N. E., Canton, Ohio.
Lyon-Metal Products, Inc.; Drawer 480, Aurora, Ill.
Modart Mfg. Co.; Fred; Pontiac & DeKalb Sts., St. Louis, Mo.

RECORDERS (Motor Truck)

Ohmer Fare Register Co.; 740 Bolander St., Dayton, Ohio.
Service Recorder Co.; 1422 Euclid Ave., Cleveland, Ohio.
Stewart-Warner Alemito Corp.; 1826 Diversy Blvd., Chicago, Ill.
U. S. Fare Recording Co., Inc.; 511 W. 54th St., New York, N. Y.
Veeder Mfg. Co.; 54 Sargent St., Hartford, Conn.

REFRIGERATION (Truck Body)

Fruehauf Trailer Co.; 10940 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)
International Carbonic, Inc.; 60 East 42nd St., N. Y. (Carbon Dioxide)
International Harvester Co. of Am.; 606 S. Michigan Ave., Chicago, Ill.
(See advertisement elsewhere in this issue.)
Liquid Carbonic Corp.; 3165 S. Kedzie Ave., Chicago, Ill. (Carbon Dioxide)
(See advertisement elsewhere in this issue.)
Mack Trucks, Inc.; 4th Ave. & 34th St., Long Island City, N. Y.
(See advertisement elsewhere in this issue.)
Reo Motor Car Co.; 1331 S. Washington Ave., Lansing, Mich.

SAWS (Portable Machine)

Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.
Kennedy, Ralph.; 111 N. Seventh St., Philadelphia, Pa.
Leach Co.; S. Main & Sixth Sts., Oakbrook, Wis.
Lippert Saw Co., E. T.; 608 Lincoln Ave., Millvale, Pittsburgh, Pa.
Onan & Sons, D. W.; 43 Royalston Ave., Minneapolis, Minn.
Skilaw, Inc.; 3310 Elston Ave., Chicago, Ill.
Wallace & Co., J. D.; 134 S. California Ave., Chicago, Ill.

SCALES

Dayton Scale Co.; Dayton, Ohio.
Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.
Gaston Scale Co.; Beloit, Wis.
Standard Scale & Supply Co.; 412 First Ave., Pittsburgh, Pa.
Toledo Scale Co.; Toledo, Ohio.

SIGNALS

Turn Signal Corp.; 400 E. Rittenhouse Ave., Phila., Pa.

STENCIL CUTTING MACHINES

Bradley Mfg. Co., A. J.; 101 Beekman St., New York, N. Y.
Diagraph Stencil Mch. Corp.; 2918 Clark Ave., St. Louis, Mo.
Ideal Stencil Mch. Co.; 22 Ideal Block, Belleville, Ill.
March Stencil Mch. Co.; 55 March Bldg., Belleville, Ill.

TIRES (Industrial Truck)

General Tire & Rubber Co.; E. Market St., Akron, Ohio.
Goodrich Rubber Co., B. F.; Akron, Ohio.
(See advertisement elsewhere in this issue.)
Goodyear Tire & Rubber Co.; 7144 E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)

TIRES (Motor Truck)

Firestone Tire & Rubber Co.; So. Main St., Akron, Ohio.
General Tire & Rubber Co.; E. Market St., Akron, Ohio.
Goodrich Rubber Co., B. F.; Akron, Ohio.
(See advertisement elsewhere in this issue.)
Goodyear Tire & Rubber Co.; 7144 E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)
Kelly-Springfield Tire Co.; 405 Lexington Ave., New York, N. Y.
Mohawk Rubber Co.; 1235 Second Ave., Akron, Ohio.
Seiberling Rubber Co.; Akron, Ohio.
United States Rubber Co.; 1790 Broadway, New York, N. Y.

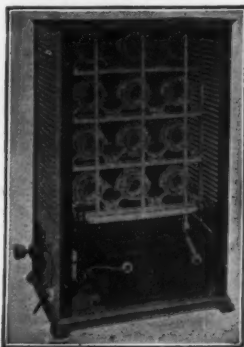
designed and guarantee to produce a lifting power of 6,000 pounds distributed weight and only 76 pounds handle pressure.

To accomplish this, an exclusive mechanical design has been incorporated which also makes it possible to contact and lift the platform skid from right or left angles. Compared with similar equipment requiring headroom equivalent to a minimum of 1½ times the length of the platform skid, the Clark jack requires only 12 inches. Thus in congested areas this unit not only effects greater savings of the operator's time, but permits the storage of more materials in a limited amount of floorspace.

The platforms are available in many types, but for practical purposes, the company lists four types that may be considered universal: 1—combination metal bound with wood deck and steel bracing; 2—combination deluxe with wood deck, double side rails and armored ends; 3—wood and steel braces only; and 4—all steel. Rubber tired wheels are supplied when needed and Hyatt roller bearings are standard. Maker is All Steel Welded Truck Corp., Rockford, Ill. *Distribution and Warehousing.*

Ozone Equipment Prevents Moisture Accumulation

A RECENT improvement in ozone equipment for use in cold storage plants consists of a small electric element incorporated in the machine which prevents moisture accumulation on the tubes. This aids materially in maintaining a constant



output of ozone regardless of humidity conditions. In addition, this electric element assists the circulation of the ozone.

A smaller size portable machine, illustrated herewith, is for use in very small refrigerators. The line includes portable units of many sizes and also complete central plant installations for use where more than one room or floor is to be supplied.

Ozone in proper quantities has been found to kill mold spores and odors. It also makes possible high humidity in cold storage rooms to prevent drying out of produce. Maker, The Electroaire Corp., 1476 W. Congress St., Chicago.—*Distribution and Warehousing.*

Linderman Has New Brake Catalog

AN attractive 16-page manual, covering operation, construction, installation and service of Linderman brakes, has just been issued by Linderman Devices, Inc., 149 Broadway, New York, N. Y.

The booklet goes into considerable detail, not only as to design, but also as to the reasons for the particular design incorporated in these brakes. Among the claims made for the brake in this booklet are that:

1. Energy is converted into heat in Linderman brakes at temperatures below those causing destruction or material wear of lining, eliminating drum scoring entirely.
2. Use of boosters with these brakes does not produce lining pressures even approaching the peak pressures of self-energizing brakes.
3. No adjustment is necessary for equalization of brakes during the life of the installation.
4. Only six different parts are used in the construction of this brake, there being a total number of only fifteen pieces per wheel unit. *Distribution and Warehousing.*

TRAILERS (Motor Truck)

Fruehauf Trailer Co.; 10936 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)
General Motors Truck Co.; Pontiac, Mich.
(See advertisement elsewhere in this issue.)
Herman Body Co.; 4420 Clayton Ave., St. Louis, Mo.
(See advertisement elsewhere in this issue.)
Highway Trailer Co.; Edgerton, Wis.
Stoughton Co.; Stoughton, Wis.
Trailer Co. of America; 51st and Robertson, Cincinnati, Ohio.
Utinsky Trailer Mfg. Co.; Box 1407, Arcade Station, Los Angeles, Cal.

TRUCKS (Hand)

American Pulley Co.; 4200 Wissahickon Ave., Philadelphia, Pa.
(All steel stevedore)
Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill. (Lift, stevedore and platform)
Bodine Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Platform)
Chase Fdrt. & Mfg. Co.; 2340 Parsons Ave., Columbus, Ohio.
Colson Corp.; Box 550, Klyria, Ohio. (Platform and stevedore)
Electric Wheel Co.; Walton Heights, Quincy, Ill. (Platform and stevedore)
Fairbanks Co.; 398 Lafayette St., New York, N. Y.
(Lift, platform and stevedore)
Globe Vise & Truck Co.; 1451 Front St., N. W., Grand Rapids, Mich.
Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.
International Engineering, Inc.; 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)
Jarvis & Jarvis, Inc.; 200 S. Main St., Palmer, Mass.
Lansing Co.; 602 Cedar St., Lansing, Mich. (Platform and stevedore)
(See advertisement elsewhere in this issue.)
Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass. (Lift and stevedore)
Lyon Iron Works, Inc.; Box A, Greene, N. Y. (Lift and platform)
McKinney Mfg. Co.; Liverpool & Metropolitan Sta., Pittsburgh, Pa. (Stevedore)
Marion Malleable Iron Works; Box 680, 923 Miller Ave., Marion, Ind. (Dolly)
Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.
Norman, Wm. A.; 180 N. Michigan Ave., Chicago, Ill.
Nutting Truck Co.; 252 Kinzie St., Chicago, Ill. (Platform and stevedore)
Saginaw Stamping & Tool Co.; Saginaw, Mich.
Self-Lifting Piano Truck Co.; Findlay, Ohio. (Special piano)
Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
Streich & Bro., A.; 318 Eighth St., Oshkosh, Wis.
Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates Sta., Indianapolis, Ind. (Platform)

FAIRBANKS HAND TRUCKS

Made in types for practically every purpose. Every part subject to excessive wear can be renewed easily and inexpensively. Backed by more than half a century of experience.

Write for Catalog No. 955.

THE FAIRBANKS COMPANY
398 Lafayette St., New York, N. Y.

Distributors in Principal Cities



SELF-LIFTING PIANO TRUCK CO. FINDLAY OHIO SINCE 1901

Caster X-75 Truck

Handles all refrigerator cabinets easily and safely without damaging cabinets, doors, walls and woodwork. Avoids injuries to workmen. All-steel, reinforced, welded construction. Rubber tired wheels. Ball-bearing swivel casters on one end eliminate lifting when guiding or making right angle turn in narrow hallways. Per set, \$39.50.

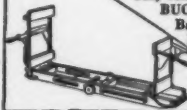
102 BALANCE REFRIGERATOR TRUCK

Retractable wheels allow lifting and carrying all refrigerators, stoves, boxes, etc., in perfect balance. Strap provides hand-hold for stair work. Wheels in handles make ramps unnecessary.

Only felt pads touch cabinet. \$23.50.

BUCKEYE SILL PIANO TRUCK

Balances and turns without lifting. Handles uprights, grinds and baby grinds safely. \$39.



A policy of making advertisers contract for a schedule forces many advertisers to succeed in spite of themselves.

TRUCKS (Refrigerator)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
Lansing Co.; 602 Cedar St., Lansing, Mich.
H & R Appliance Co., Inc.; 208 E. Crawford St., Findlay, Ohio.
Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue)

The DAYTON CARRIER TRUCK



Deliver your Refrigerators on Rubber

Will Not Mar—Speeds Delivery

Two sizes—Type X with 53 inch handles and 8 inch rubber wheels—Type Y with 70 inch handles, 8 inch rubber wheels and skids.

Type X with one strap.....\$17.00

Type Y with one strap..... 18.50
f.o.b. Dayton

International Engineering Inc.

Dayton, Ohio

15 Park Row, N. Y.

New—Lanco Refrigerator Truck



for Refrigerators,
Stoves, Crated
Goods, Cabinets,
etc.

PAT. APPLIED FOR
The adjustable rubber-covered nose makes 1-second from floor level to 15 inches. Two 12-foot web straps are fastened around box and truck. Solid rubber molded wheels make easy handling on any stairs. Truck width 21 1/2", length handles 64", wheels 4 1/2" diam.—self-lubricating bearing. Total 55 lbs. WRITE for new bulletin, prices, etc.

LANSING COMPANY

Lansing, Michigan
Boston Philadelphia

Chicago Minneapolis San Francisco Kansas City New York

WHEELS (Industrial Truck)

Divine Bros. Company; 101 Whitesboro St., Utica, N. Y.
Fairbanks Co.; 308 Lafayette St., New York, N. Y.
(See advertisement elsewhere in this issue.)
International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio

WORK SUITS AND UNIFORMS

Cornhart-Hamilton Cotton Mills; Michigan Ave. & Kent St., Detroit, Mich.
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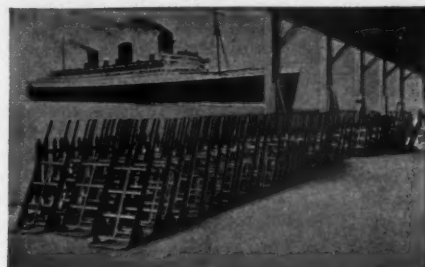
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S.S. Queen Mary Modernizes with Rubber-Tired Trucks

TO handle the freight and baggage of the 2075 passengers there are over 150 Fairbanks rubber-tired hand trucks having rubber bumpers to protect the baggage from damage. Rubber tired wheels also do away with noise and thus permit



passengers to rest comfortably. Roller bearings and proper balance enable the men to operate the trucks more easily and speedily. The Fairbanks Co., New York City, manufacturer of this equipment, also secured the hand truck business for the Normandie. Distribution and Warehousing.

Flexrock Booklet Describes Floor Covering

AS its name implies, this floor covering material gives a hard, firm, smooth surface similar to concrete but has the flexibility and toughness of wood. It will not sand or split, splinter, warp or crack. In a new booklet describing



its application, this material is shown to have many qualifications.

It may be installed over an old wood floor, is simple to apply, economical, and may be washed and scrubbed daily without injury. Weighs only 2 pounds per square foot and is ready for use overnight after application. The maker is the Flexrock Co., 800 No. Delaware Ave., Philadelphia. Distribution and Warehousing.

Mack Semi-Trailer Safety Device

KNOWN as the Mack incidental safety lock and controlled by the normal functioning of the support wheel mechanism. Prime component of the new device is an auxiliary 5th wheel lock comprising two heavy locking pins working vertically through holes in the upper 5th wheel plate. Except when the support wheels are fully down, these pins overlap the edge of the 5th wheel lower half, forming a secondary lock which effectively prevents accidental uncoupling even though the driver forgets to set the king-pin latch. Maker, Mack Trucks Inc., Long Island City, N. Y. Distribution and Warehousing

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THESE galvanized steel rolling grilles lock into channel shaped side guides at the jams and will resist a pressure of over three tons per foot of height. The grille shown is motor operated with straight bar design harmonizing with the brick. It raises by coiling around an overhead shaft and may be either hand or power operated. An eight-page catalog of illustrations and descriptions of grilles is available. Maker, Cornell Iron Works, Inc., 3600 13th St., Long Island City, N. Y. Distribution and Warehousing.

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Mexico City
Rodriguez Chapo, S. A.



"Andy Says"

FOR the past three weeks it has been my privilege to interview many warehousemen south of the Mason and Dixon line and east of the Mississippi River.

To say it is hot territory to visit in the summer months, is to put it mildly (the temperature now stands at 96° and for the past ten days has ranged between 95° and 100°). However, when business is good, the heat of the day does not matter and that is what I have found in most every place I have been. Hardly an executive has complained about the amount of business he is doing, and few have criticised the price situation.

Many I talked with think the good effects of Code-time administration are still with us and that some of the "chiselers" of former days learned enough of a lesson during that period not to want to take jobs for handling or storage that are not definitely profitable. Another possible reason is that manufacturers are lessening the pressure for lower handling cost now that industry has shown an upward trend with a more certain assurance of profit.

In nine out of ten cases the volume in storage does not greatly exceed that of a year ago but the amount handled has jumped from 25% to 100%, with smaller individual spot stocks but a greatly increased number of them. This is caused by the immediate need for products which might otherwise go into storage.

A marked improvement among household goods warehousemen is the number of executive removals that are now being made. It is safe to say that the past year and a half has seen more of this kind of business develop than was done in the previous four years combined. The balance sheets of Allied Van Lines, Aero Mayflower and other such long distance moving organizations would, I think, bear this statement out.

In regard to merchandise warehousing accounts, I think they are growing in practically every part of the country and that the size of these spot stocks and the volume of storage will show a rapid growth as soon as this sudden and unexpected demand for products has been taken care of.

Andy

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Let
Lyon
Guard your
Goods
member
of A.W.A.

Why Cold Storage Has Every Advantage

(Continued from page 19)

custom of the manufacturers owning these goods to transfer them into cold storage for five or six months of each year. Then both temperature and humidity are under control, along with proper ventilation.

This practice has increased of late for the reason that consumption of these foods has extended into a longer period of the year than formerly: today, the market absorbs these goods twelve months; formerly, they were sold only during the winter.

As an observer travels over the country he discovers that two opposite trends are developing in warehousing.

Some merchandise houses are adding semi-refrigerated space to their facilities. By this arrangement they can offer "cooler" storage to the owners of these commodities. And, almost everywhere it is reported, at once the manufacturer shows that he prefers the "cooler" storage for the entire twelve months; he found it a nuisance to shift stocks certain months and is better satisfied to make one contract to cover the year. For this business, of course, the combination of dry and cold capacity fits nicely—today as always in the past.

Over against this development of semi-refrigeration by merchandise houses one finds that a few outright cold storages are offering "cooler" rooms for these same goods. These spaces have always been available. The point is that the cold storage industry has been lax in letting manufacturers know about them. Today, now that someone else has found the profit in the business, some cold storages are beginning to compete for the accounts.

More is at stake than the mere receipt of so many carloads into store.

Withdrawals are no longer in bulk lots. Small deliveries prevail. The single barrel or single carton becomes an every-day occurrence. The cold storage house, in other words, finds itself in an altered position in the community. Instead of being a reservoir for jobbers and car-lot buyers on the commodity exchange, who withdraw in big lots and who often merely pass the warehouse receipt from hand to hand in their trading, the cold storage house now is compelled to feed out the goods in tiny lots. Two houses have told me of the clutter of delivery trucks at their sill, each clamoring for "one case of goods."

In other words, the cold storage warehouse now is handling spot stocks of goods, with all the problems of many deliveries.

Those problems, as well we know, differ from the handling of bulk lots of the eight or ten great cold storage commodities. These come in and go out in bulk. Small lots are so rare that they do not slow up warehouse routine.

Spot stocks, however, deliberately foster the small-lot habit. Office and house routine must be adjusted to this condition.

The combination house, dry and cold storage, has already met this difficulty. Of recent years many outright dry storages have developed semi-refrigeration, led to it by the demands of their patrons and encouraged by the makers of refrigerating equipment. Even the motor truck companies, as they are building refrigerated trucks, are also offering the manufacturer "refrigerated storage" for undistributed portions of his pool car.

Cold storage is suffering from the encroachment of new competition, although some houses have seen the

(Continued on page 53)

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*Merchandise Warehousing
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U. S. Customs Bonded

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"Vacufume" Process of Fumigation

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Free and U. S. Customs bonded storage. The largest, most complete and efficient Warehouse and Distribution Service in the West. Insurance Rate as low as 11.5 cents per \$100 per year. Daily motor truck service to all parts of the city and Los Angeles Harbor.

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Modern buildings with lowest insurance rates and largest fleet of motor equipment in the bay area.

Most complete and efficient transbay service. Exclusive contracts all railroad store door services.

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Complete and efficient service in distribution, delivery or storage of merchandise.

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We also operate the Weicker Transportation Co., a statewide daily motor freight service under regulation of the Public Utilities Commission.

Connections with Interstate Truck Lines to Principal Cities.

Burglar Proof Silver Vaults, Cedar Lined Rug Vault, Fumigating Vault, Private Lockers

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General Office and Warehouse
200 S. SANTA FE AVENUE
Modern Sprinklered Fireproof Building
Freight Forwarding and Distribution
Household and Merchandise Storage
PACKING AND SHIPPING

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DRINKWATER SONS, Inc.

Office

NEW CANAAN, CONN.

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2 WAREHOUSES

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Direct Water, Rail, and Truck Connections

Large Shipment Facilities

Member of Conn. W. Assn.—Hartford Chamber of Commerce.

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DAVIS STORAGE COMPANY

335 East St., New Haven, Conn.

Modern Fireproof Merchandise Warehouse.

Private seven-car siding, adjacent to Steamship and R. R. Terminals.

Pool and stop over cars distributed.

Motor Truck Service to all towns in Connecticut.

Low Insurance Rate. Prompt, Efficient Service.



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Merchandise, automobiles, furniture—23 buildings—Low insurance rates—15 car siding—Central location—Daily truck delivery service covering Connecticut and southern Massachusetts—Bonded with U. S. Customs.

THE SMEDLEY CO.

165 Brewery St., New Haven, Conn.

Members: A.W.A., N.F.W.A., C.W.A., A.V.L., M.T.A. of C., New Haven Chamber of Commerce, Hauling member Allied Van Lines, Inc.



(Continued from page 50)

handwriting and have entered the competition for spot stocks.

Cold storage has every advantage. It must, however, find a way to tell its story of superior facilities to the manufacturers of such goods as can benefit—those who could and should store their goods in cold storage.

Cold storage can guarantee absolute control of temperature and of humidity and of ventilation, without regard to weather conditions, as contrasted to an approximation only to control by others.

Cold storage gives uniform protection against weevils and infestation of molds.

The owner of goods need not watch the calendar in order to shift from dry to cold storage—with a penalty in the form of deterioration if he delays too long.

One commodity recently showing a preference for cold storage spot stocks is condensed milk.

Found in every jobber's stock and stored in every distributing city, condensed milk under one brand name or another goes everywhere. Yet, for best storage, this product needs a controlled temperature. When long stored, or when held for even a short time where the temperature rises above 58-60 deg., the butter fat within the can separates. It can never be restored to proper condition without being re-processed at the factory. Yet, if held at a temperature slightly below 58 deg., condensed milk may be stored indefinitely without deterioration.

Until very recently the makers of this product have carefully allocated their spot stocks with reference to weather conditions. They had little choice other than to let the jobber store it where he could find the space, or to warehouse it in merchandise houses. Some of them did specify "cellar storage" during a part of the year; but this, quite often, resulted in rusting of the cans because the "cellar" was damp as well as cool.

The oncoming of semi-refrigerated spaces has brought the dawn of a new day. Every city, today, offers at least one house where cooled storing is possible; the combination warehouses have developed a new keenness for the business. It is conceivable that another five years will see condensed milk swept entirely from all storages except ones with controlled humidities and temperatures.

It means, however, to the cold storageman that he must accept the business on the basis of handling a spot stock, with all the details involved in that word.

Much of the same situation exists with reference to dried fruits, with two dozen varieties on the market.

Nuts, for confectioners and bakers as well as for the household and the "penny trade," are a similar possibility.

With all of these products cold effectively retards vermin and mold; it also prevents undesirable chemical changes in the sugar content of the goods.

Nor are all the possible spot stocks, for cold storage holding, foodstuffs. The houses with semi-refrigerated space to sell have discovered a most enticing list of goods which could and should be stored under controlled temperature and humidity. Among them are canned fruits, canned meats, canned soups, gelatine and gelatine products, cooking compounds and yeasts, bluing and ink and mucilage, insulated wire and cable, silk-goods products, much leather for novelties and some for shoes, flour under some conditions, nuts and nut products, confectionery of all sorts, automobile parts, and electric batteries.

To be specific, let us look into the last-named item.

Ten years ago a leading manufacturer of batteries made to me this remark:

"Few warehousemen know anything about batteries. And fewer battery makers know anything about ware-

(Continued on page 54)

NEW HAVEN, CONN.



PAUL A. DAHLGARD, Owner

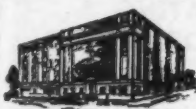
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(See Page Advertisement Directory Issue)

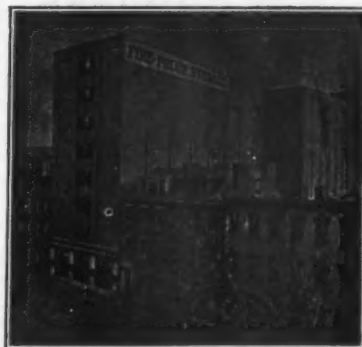
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**GENERAL MERCHANDISE
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Pool Car Distribution—
City Delivery Service
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Pennsylvania Railroad
**TERMINAL REFRIGERATING &
WAREHOUSING CORPORATION**
4th and D Streets, Southwest
Member of A. C. W.

WASHINGTON, D. C.



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STORAGE COMPANY**
418 10th Street, N. W.
We Reciprocate Shipments
(See Advertisement in Directory Issue, page 111)
Member of N.F.W.A.—W.W.A.

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FLORIDA'S LARGEST WAREHOUSE
UNION TERMINAL WAREHOUSE COMPANY
East Union and Ionia Streets
Merchandise Storage—Custom Bonded—Pool Car Distribution
Reconsigning—Trucking Service—Trackage 52 Cars
Reinforced Concrete—Sprinkler System
Insurance Rate 30 Cents
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VANN WAREHOUSE COMPANY, INC.
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Building is centrally located, brick and concrete construction, equipped
with sprinkler system and served by Sea. Ry., G.S.&F. Ry. and St. Johns
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Member of Jacksonville Warehousemen's Association

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select their
Merchandise and Household Goods Warehouses
from the pages of this Magazine

The Producers of
Skinner Macaroni Products
select their
Merchandise and Cold Storage Warehouses
from the pages of this magazine

(Continued from page 53)

houses. The warehousemen seem to forget that someone must provide storage space for battery stocks; and the manufacturers act as though the only thing in storage is eggs."

Lack of information about each other! The old, old story. How could they do business together when neither knows the other's needs?

Yet batteries require definite conditions of temperature and moisture for storage before use. The makers find it necessary to prepare them differently for shipment to Minnesota than to Texas. For a battery in storage, whether "wet" or "dry" cells, must be protected. It must get neither too hot nor too dry. A "dry" battery is ruined by freezing; but for the "wet" battery in storage there is no danger, inasmuch as no liquid is inside. The assembled "wet" battery without acid or water cannot freeze. For both sorts, a slight degree of moisture rather favors good storing; but an excess will induce sweating, which is bad. This is particularly true of "dry" batteries, which sweat easily.

Best storage, for these reasons, is a cooled place with a limited range of temperature and humidity. The old barn-loft would be too dry and hot, just as the clay cellar of many jobbers is too wet.

The best manufacturers thoroughly understand these requirements. We have, however, nearly 400 battery makers in this country; and, while no single one of them is a threat to Willard or National Carbon, the total of their spot stocks is enormous. Among them there must be about 390 makers who know how to make a battery but possibly know little about storing it under best conditions. They may possibly—as that one manufacturer said ten years ago—have the feeling "that the only thing in storage is eggs." They need to be told, and to be "sold."

Or, as a further illustration of spot stocks in cold storage, suppose we look at confectionery.

The warehousing of candy has grown slowly. A few important manufacturers, with national distribution, have done a moderate amount of storing ever since cold storages became generally available. Yet the rank and file of candy makers have never considered storing their goods to support their market with spot stocks, as is done by manufacturers of other goods.

They, like the battery men, have not considered storage for the reason largely that they have known so little about the possibility.

It has been one of those vicious circles of neither party knowing the other and neither being able to start: neither warehouseman nor candy maker has known that he has something to offer the other. Each, however, can make money for the other—provided they become acquainted with each other's facilities.

Here and there one will meet a cold storageman who has made a close study of confectionery marketing in his community; has coached himself on the mechanical technique of storing the goods; and then has corralled for his house all the candy distribution for 300 or 400 miles.

Any alert cold storageman can do the same, assuming of course that he covets spot stocks and their ability to fill in between the peaks of eggs and apples.

Confectionery makes an ideal commodity for the warehouse—ideal, that is, in the sense that it is consumed seasonally.

Candy is eaten more largely in winter than in summer, with the month of December three or four times as large in volume as any other single month. Chocolates for the holiday trade, for example, are manufactured in July and August. They are held in cold storage until wanted for the Christmas trade, either at factory or by shipment to convenient centers for marketing.

Thus made for holding, the candy is manufactured a bit differently from that which is to be immediately

(Continued on page 56)

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"Your Tampa Branch House"

CALDWELL

BONDED WAREHOUSES

INCORPORATED

MERCHANDISE
Storage & Distribution
Fireproof Buildings
Waterfront Whse. and
Private Docks

U. S. CUSTOMS
Bonded Storage,
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retained permanently.
Normal Temperature for
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HOUSEHOLD
Moving & Storage Agents
Aero Mayflower Transit
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National Long Distance
Movers.

Members Mayflower Warehousemen Assn.

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Let "The Safest Place in Tampa" Serve You in "The Land of the Sun"



Tampa is the logical
port from which to
serve all of Florida.
Lowest Average
Freight Rates.
Best Service.
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Florida Stock
AT



MERCHANDISE
STORAGE
POOL CAR
DISTRIBUTION

HOUSEHOLD GOODS
STORAGE
MOVING—PACKING
SHIPPING

LEE TERMINAL

AND WAREHOUSE CORPN.

TAMPA, FLA.

Represented by Distribution Service

NEW YORK—CHICAGO SAN FRANCISCO

TAMPA, FLA.

WILLIAM J. EVE, Manager

WAREHOUSE, INC.

BONDED

CARLOAD AND COMMERCIAL STORAGE
POOLED CAR DISTRIBUTION

Morgan and Water Streets, Tampa, Florida

ATLANTA, GA.

BONDED SERVICE WAREHOUSE

432-434 Marietta Street

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FIREPROOF STORAGE
MERCHANDISE
AND HOUSEHOLD GOODS
POOL CAR DISTRIBUTION

ATLANTA, GA.

BONDED

General Warehouse & Storage Co., Inc.

272-274 Marietta St., Atlanta, Ga.

Consigned stocks handled for Manufacturers

Remittance made day received

Store door delivery—Re-packing—Re-shipping

MERCHANDISE DISTRIBUTION

Sprinkler System—R.R. Trackage—Pool Car Distribution

ATLANTA, GA.

"Atlanta's Largest"

MONROE BONDED WAREHOUSES

Invested Capital \$335,000

Lowest Warehouse Insurance Rate in Atlanta

MERCHANDISE—COLD STORAGE—TRUCKING

Private Railroad Sidings—Concrete Warehouses

A. D. T. Service

Member: A. W. A.

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AIKEN, S. C.

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RELIABLE TRANSFER CO.

General Merchandise Storage and Distribution

Household Goods Storage, Packing, Shipping

Pool Car Distribution

Direct R.R. Siding A. C. L., C. & W. C. R.R.

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Savannah's only bonded warehouse

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General Storage—Distribution—Reconsigning

Custom House Brokers—Custom Bonded

Regular steamship service from principal

Eastern, Western & Gulf ports—track con-

nections with all rail and steamship lines.

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Members—A. W. A.—A. C. W.—S. W. A.

HONOLULU, HAWAII

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consign to us and the same will be given our best attention.
Modern Concrete Warehouses. Collections promptly remitted.

Correspondence solicited.

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BOISE, IDAHO

Selling Services Arranged

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Merchandise Warehousing & Forwarding

Negotiable Warehouse Receipts Issued

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Combine your Chicago Office
and your Warehouse

at ANCHOR. The best

location in Chicago—across the street from Tribune Tower and
only three minutes from the loop.

You will find here every facility for the efficient storage and dis-
tribution of your merchandise.

Re-shipping facilities second to none—direct tunnel connection
with all railroads eliminating cartage. Private switch on C&NW
Railway—delivery platform inside the building—private dock on
Chicago River outside all bridges—lighterage connection with
rail lines eliminating switching delays.

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DISTRIBUTION SERVICE, INC.

The Producers of

Pioneer Rubber Belting

select their

Merchandise and Cold Storage Warehouses

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The Producers of

Skin-eze

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**DOWNTOWN
WAREHOUSE**

Most Centrally Located
2 Blocks from New Union Station
**CANAL &
HARRISON STS.**
Tunnel and Trap Car
Service

CROOKS TERMINAL WAREHOUSES

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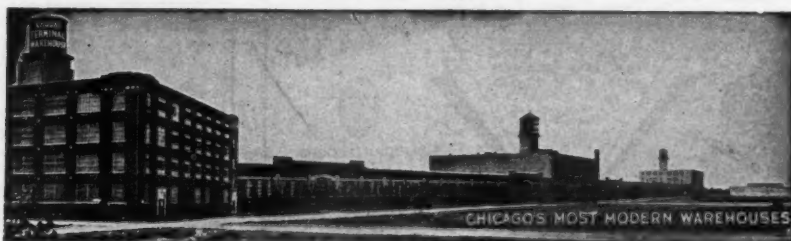
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Capacity 1200 Carloads
Insurance Rates as Low as 12c.



Also operate three modern warehouses in Kansas City and the
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IDEAL in CHICAGO!

Our huge connected modern warehouse units are located centrally . . . on private well paved streets . . . with ample parking and loading spaces . . . including second floor level roadway and truck elevators . . . Chicago Junction Railway union freight station under the same roof provides fast shipment service without transfer or cartage expense . . . swift freight elevators, plenty of them . . . natural light on all sides . . . clean modern quarters for offices or light manufacturing . . . heat and power as required . . . Because they are "Ideal in Chicago," come to see our units first, whatever happen to be your space needs.

CENTRAL STORAGE

& FORWARDING COMPANY
2001 WEST PERSHING ROAD-CHICAGO
Telephone LAfayette 5628

(Continued from page 54)

consumed. It is hard. It demands a mellowing or curing, without presence of much moisture—a slow process which extends over three or four months. During this process it is held at temperatures from 55 deg. to 60 deg. F. Lower temperatures are not needed, their effect being, as a matter of fact, disastrous to the appearance of the candy, which will become streaked if returned to higher temperatures. The moisture content of the air during storage is highly important, with penalties if humidity is too high.

Paraffin was once largely used in candy-making, especially for those lots intended for shipment or storage. When pure-food legislation made the use of paraffin in confectionery unlawful, the makers turned their laboratories into research for ingredients which would preserve the candy while at the same time holding its prime appearance. For, unless candy looks right, none will buy; and, in the retail trade, a dealer stands large losses if heat or high humidity change the outward appearance of his goods.

One reason, indeed, why so many candy dealers turn into so-called "candy makers" is here found. The dealer who has his own candy-making "kitchen" is in position to re-work or re-condition or re-manufacture any stock in show case or storeroom that shows streakiness or loses color or crystallizes or swells from expansion of the center or where the chocolate coating gets "out of condition."

However slight may be one's knowledge of chemistry, it must be apparent that a wide difference exists in the composition of the center of a piece of candy and the coating. The despair of the housewife who attempts candy-making in the home is that she cannot handle the coatings. Any good cook, or even a girl with a chafing dish, can make fudge or caramels or butter-

CHICAGO, ILL.

CONFIDENCE

● Warehousing as an industry cannot afford to TAKE CHANCES. Too much is at stake to entertain the RISK. The warehouseman bases his CONFIDENCE on true values—integrity, longevity of service, reputation and the dependable virtues of fidelity and honesty.

● Such CONFIDENCE Currier Lee is privileged to enjoy. For the past quarter of a century the Currier Lee Warehouse Company has been building its character and reputation by constant trust and service to its customers.

● May we inform you of our complete facilities to satisfactorily serve your requirements?

CURRIER-LEE

WAREHOUSE COMPANY

General Offices, 427 W. Erie Street, Chicago



scotch; but her troubles commence when she ventures into the realm of chocolate-coated confections.

The manufacturer faces the same problem. His task is principally that of handling chocolate coatings, for the reason that chocolate is the commonest coating used in this country. Also, in order to produce candies which will be uniformly satisfactory, the manufacturer finds that the centers must have their share of attention, since paraffin has been taken from candy-making ingredients.

In a general way, these makers have found their salvation to lie largely in controlled temperature and moisture for the center at the time the coating is applied. Extreme nicety of thermometer readings is one of the first things noted by an outsider who visits a modern candy factory—everything is operated with one eye to the temperature and the other to the moisture.

If this candy, after being made, were to be packed in an atmosphere of high humidity, there would be danger that, as the goods cool, moisture from the air would be deposited on the surface of the pieces. This would be increased when the candy goes into cold storage. Under such a condition, damage would result to the goods when entering cold storage, only to be repeated when removed and the temperatures allowed to rise to that of the dealer's showcase.

But, if the goods were packed in air-cooled rooms with relatively little humidity, no deterioration will be suffered when put into cold storage; nor, later, upon withdrawal.

Damage, when it occurs, ruins the marketability of the goods. When it is slight, even so little as not to be noticeable to the eye, the coating will lose its gloss and become "dull" looking. If greater moisture is present, the condensation will be apparent in the form of droplets; in the case of "plain liquor coatings," when these

(Concluded on page 58)

CHICAGO, ILL.

Accessible Location.
Modern Warehouse.
Excellent Shipping
Facilities.
Delightful Office.
Special Equipment.
Economical Service.
No cartage expense on
outbound L. C. L.
Freight.

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WAREHOUSING Company

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MAINTAINS A
STANDARDIZED SERVICE

● For almost fifty years EMPIRE Service has been preferred by companies desirous of giving the household effects of employees, transferred to or from Chicago and suburbs, the very best of care and service.

LONG DISTANCE REMOVALS
PACKING AND SHIPPING BY RAIL
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Member A. W. A.

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GRISWOLD-WALKER-BATEMAN COMPANY

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Modern buildings strategically located. Direct truckage connections with C&NW, B&O, Soo Line, PM, CGW, and B&OCT (belt line connecting all RRs.). Trap car reshipping. Motor truck deliveries. Long distance motor transportation. Guardite fumigation protection. U. S. Customs Bond. Office facilities.

Details of this complete service are described in a booklet "The Way to Distribution"—Write for your copy.

CHICAGO, ILL.

RALPH J. WOOD, Pres.

MORRISON C. WOOD, Pres.

For Shipments to the South Side's Finest Residential Districts
CONSIGN TO

The Lincoln Warehouse Corporation

Main Office and Warehouse—4250 Drexel Boulevard

"43 Years of Distinctive Service"

Personal attention of executives to customers. Collections promptly realized.

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Offers
**LARGE AND SMALL SHIPPERS
THREE MODERN MERCHANDISE
WAREHOUSES**
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With convenient locations
For Local Trade.
With excellent transportation facilities
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Chicago Junction In and Out-bound Union Freight Station—direct connections with thirty-eight railroads, no trap car, tunnel or cartage service or charges on in or out-bound LCL shipments. Receiving stations of Express, Freight Forwarding, Electric and Boat Lines on premises.

With a complete warehouse organization
fully equipped to handle merchandise rapidly and economically
Let Us Quote on Your Requirements

MIDLAND WAREHOUSES, INC.
1500 SOUTH WESTERN AVENUE,
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MORE THAN 25 YEARS EXPERIENCE

Write for information on services to meet your individual needs.

RAILWAY TERMINAL & WAREHOUSE CO.

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ONTARIO WAREHOUSE CO., 425 WEST ONTARIO STREET

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*"Chicago's Leading Warehouse"***SENG WATERWAY WAREHOUSE CO.**

310 West Polk St.

Complete water, rail and truck terminal, facilities with a "loop" location. Concrete dock for ocean, lake and river vessels—25 car siding capacity—own fleet of 69 trucks. Economical reshipping—tunnel—lighterage.

The Producers of
BLOCKERS COCOA

select their

Merchandise and Cold Storage Warehouses
from the pages of this magazine

(Concluded from page 57)

droplets dry, they will turn yellow; in the case of bitter-sweet or sweet coatings, the surface becomes rough because the syrup is dissolved and then dries up into granulations; or the so-called "sugar bloom" will appear, this being a discoloration or streakedness of the coating.

From these facts it is clear that storing must take into account the factors of temperature and moisture. It is not necessary to offer the candy-maker low temperatures. All that is demanded is moderately cold temperatures—somewhere between 50 and 60 deg. F., with dry air. Neither temperature nor moisture, however, can be allowed to fluctuate greatly. Indeed, in one of its research studies for the confectioners, the Department of Agriculture has formulated the following recommendations for the warehouseman who stores candy:

1. Chocolate-coated goods intended for cold storage should be packed in an atmosphere of relatively low humidity.

2. Low cold storage temperatures should be avoided, when possible.

3. The higher the cold storage temperature, the less danger of deterioration in removing goods from cold storage.

4. Low cold storage temperatures can be used when necessary, provided, if the goods are withdrawn direct to atmospheric conditions, the relative atmospheric humidity at the time is low—say not above 35.

5. If it is necessary to store goods at low cold storage temperatures and if it is not possible to withdraw from cold storage direct to atmospheric conditions of low humidity, such goods may be withdrawn gradually by increasing the temperature in several steps.

6. The withdrawal of cold storage goods direct to conditions of atmospheric high humidity should be avoided whenever possible.

The makers of confectionery are tens of thousands in number. Even those with wide distribution total more than a thousand. Most of them have come up through the ranks, with no training to tell them about warehousing their goods. Their fathers did business without ever meeting a warehouse solicitor. They had paraffin! Moreover, their business never approached the national distribution that candy-making and "bars" enjoy today. They had no occasion to study even the problems of far-flung shipment of their goods.

Candy today is a fast-moving commodity. The makers need spot stocks. They need, even more, to know where and how to locate those stocks for maximum protection to their wares—the coating with its problems of temperature and humidity, the nuts with their weevil risks, the fruits with their danger of bugs and mold.

Candy—and indeed many other products of manufacture found in spot stocks—do not come within the definition of "cold storage" even when stored with a cold storage operator. The law defines "cold storage" to be such only when the temperature is 45 deg. F. or less (some States set the limit at 40 deg.). Candy, and these other products as well, do not for this reason fall within the requirements of being labeled "Cold-Storage Food." The warehouse escapes all the nuisance of branding the containers. It is not required to keep, or to report to public authorities, a tally of the goods or to file reports of total received and withdrawn.

In this manner, reported cold storage "holdings" and cold storage "occupancy" fall short of the facts. This is to say, any stocks in store and any space occupied by these goods are not reported; or, if reported, are not included in the published totals.

Dooly Providing Office Space

The Dooly Terminal Warehouse, Salt Lake City, is remodeling part of its warehouse so as to provide office space for manufacturers, brokers and others storing with the company.

CHICAGO, ILL.

Soo Terminal Warehouses

519 W. Roosevelt Road

(Near Loop)

Merchandise Storage—Pool Car Distribution

Less Carloads To and From All Trunk Lines,
North Shore Electric and Aurora and Elgin Elec., and Their
Connections Handled Without Cartage Charges.
Cool Temperatures—Candy Stored All Year

Ground Floor Warehouse Spaces With or Without
Offices for Rent—Fireproof—Trackage

CHICAGO, ILL.

Merchandise Storage and Distributors

WAKEM & McLAUGHLIN, Inc.

Est'd. 1886

MAIN OFFICE—225 E. ILLINOIS ST., CHICAGO

U. S. Internal Revenue Bonded Warehouse

U. S. Customs Bonded Warehouse

ADVANCES MADE

Our ample financial resources enable you to negotiate
loans right in our office.

Prompt Delivery and Best of Service.

CHICAGO, ILL.

WERNER BROS. KENNELLY CO

STORAGE
MOVING
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SHIPPING

M. H. KENNELLY, *President*

Your Chicago Shipments given pre-
ferred attention. Pool cars handled
on our own switch track.

Consign C. M. St. Paul & P. R. R. . . .
Wilson Ave. Branch.

CONTAINER SHIPMENTS SOLICITED

Warehouses Conveniently Located

3815 Broadway
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PARK BRANCH
1750 N. Clark St.
Opposite Lincoln Park

TRAFFIC DEPT.
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A HALF MILLION FEET OF MODERN WAREHOUSE SPACE

In Chicago's finest ware-
house. Clean, light, airy, and
in addition, offering every
advantage for efficient re-
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shipping. Spacious loading
and unloading platforms
—track space for 360
railroad freight cars—70
foot covered driveways
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Located on the edge
of Chicago's famous
Loop and only one
block from the mam-
moth new Post Of-
fice, Western Ware-
house is in the
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Write for com-
plete information.



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C. B. Hall, Pres. M. P. Hall, Sec. & Treas.

DANVILLE TRANSFER & STORAGE CO.

The only fireproof warehouse in Danville. Storage for household goods and Merchandise Distributing. Conveniently located in the heart of the wholesale district. Private siding to warehouse, and free switching from all railroads.

Low Insurance Rate

Danville is the breaking point of Eastern and Western Classification of freight rates, making a most convenient point for the distributing or storage of carloads. American Warehouse Association. Members National Furniture Warehousemen's Association. Members Illinois Furniture Warehousemen's Association.

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Decatur Warehouse Company

(Shumate Transfer)
20-30 INDUSTRY COURT
TRANSFER—STORAGE

MOVING—PACKING—DISTRIBUTION**BONDED :: LICENSED :: INSURED CARRIERS**

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SINCE 1892

**HAMMAN
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TRANSFER & STORAGE CO.**

Member of A.W.A.—N.F.W.A.

Decatur's pool car distributors. Spot stock storage deliveries. Merchandise and Household Goods Storage. Private siding and free switching WITH PROTECTION IN THE ONLY FIREPROOF WAREHOUSE IN THE CITY. Lowest fire insurance rates. Pick up and delivery service maintained via our freight terminal.

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JOLIET, ILL.

Telephones 501 and 502

Joliet Warehouse and Transfer Company

Joliet, Illinois

MERCHANDISE STORAGE AND DISTRIBUTION

Best distributing point in Middle West.

Located on five Trunk Lines and Outer Belt which connects with every road entering Chicago.

No switching charges.
Chicago freight rates apply.

PEORIA, ILL.

All Points of the Compass

Peoria is the logical center of distribution for Illinois. We will be pleased to explain our service and facilities.

Our Dependability Your Assurance of Satisfaction

Member of A. W. A.

FEDERAL WAREHOUSE CO.
Adams and Oak

PEORIA, ILL.

NATIONAL WAREHOUSE CO.

1323 SO. WASHINGTON ST.

- Merchandise Storage
- Pool Car Distribution
- Private Siding
- Low Insurance Rate
- Fireproof Building Construction
- 15 Years' Warehousing Experience

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TRACKAGE—

—FREE SWITCHING

SPARKLING SERVICE

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ROCK ISLAND, ILL.

THE CENTER OF THE QUAD-CITIES
160,000 POPULATION — RATE BREAKING POINT
MOTOR FREIGHT SERVICE IN ALL DIRECTIONS

FEDERAL BARGE LINE TERMINAL

C. B. & Q. SIDING—FREE SWITCHING**ROCK ISLAND TRANSFER & STORAGE CO.**

Member of A. W. A.—N. F. W. A.

EVANSVILLE, IND.

"Where waterway-railway-highway meet"

MEAD JOHNSON TERMINAL CORPORATION**Combination River-Rail Truck Terminal & Warehouse**

90,000 sq. ft. floor space on one floor. Served by two railroads—C. & E. I. and L. & N. Reciprocal switching to all Evansville industries. Fireproof; Sprinkler system; Thermostatically heated; Lowest insurance. Ideal trucking facilities. Store door service. Merchandise storage. Pool car distribution. Served by American Barge Line, Mississippi Valley Barge Line and Independent Tows.

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FORT WAYNE [WITH MIGHT AND MAIN] STORAGE CO. [THE SAME]

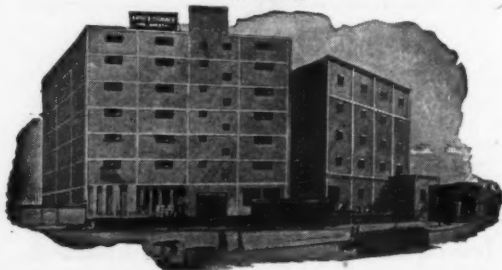
FIREPROOF AND NON-FIREPROOF BUILDINGS.
Pittsburgh, Fort Wayne, & Chicago R. R.; Grand Rapids & Indiana R. R.;
Wabash R. R.—Private Sidings—Pool Car Distribution

FORT WAYNE, IND.

PETTIT'S STORAGE WAREHOUSE CO.**"FIREPROOF" BUILDINGS****STORAGE, TRANSFER, DISTRIBUTION**

Located in Center of Business District

We have our own truck line and are equipped to make prompt deliveries
Private siding



HAMMOND, IND.

Members N.F.W.A., Allied Van Lines

JOHNSON**Transfer and Fireproof Warehouse****MERCHANDISE AND HOUSEHOLD GOODS STORAGE****WAREHOUSE and OFFICE: 405 Douglas Str.**

INDIANAPOLIS, IND.

"Coburn Service for Efficiency"**HENRY COBURN STORAGE and WAREHOUSE CO.****Merchandise Storage, Distribution, Trucking**

Leased Space—Offices—Low Insurance

Loans on Receipts

How Atmore Spots Stocks of Mince Meat

(Continued from page 15)

warehouse, a memo billing is made up and in the "Date" column of the "Consignment Report" is entered the date of the shipment. In the "Invoice Number" column is entered the company's order register number; in the next column the word "Consignment" is entered, and the number of packages shipped is entered in the column headed "Reed." Size packages are entered over the columns headed "Reed" and "Disb."

When warehousemen report that deliveries are made, the company's office enters the delivery from the warehouse on this sheet in the same manner as explained on shipments made to warehouse, except that the customer's name is entered in the third column and the number of cases delivered is entered in the column headed "Disb."

At the end of the month a check-up is made with the warehouse and should the records not agree, an investigation immediately follows. New "Consignment Report" sheets are made each month. Complete records, including copies of all invoices, credits, etc., except receipts from factory, are attached to this form.

It is worthy of note that this form, which was devised in 1912, by William R. McKeldin, president of the company, has served it continuously since then without change, except in one minor detail. At the bottom of the form will be noted the words, printed in black, "Total or Forwarded—If Last Sheet, Show Stock on Hand." Originally, the use of the form in this particular connection was to enter the figures in red ink if they showed the total; and in black ink if they were to be forwarded. This custom eventually was abandoned.

Atmore's, Mr. Goehl explained, does not make use of any "preferred customer" list for its wholesale customers, owing to the arrangement it has with its brokers, as previously mentioned. Neither has it any definite understanding with the warehousemen as regards over, short, or damage claims. While it never has devised a system for the latter case, the company feels, Mr. Goehl said, that there is necessity for such a step and it hopes to be able to create a method which will facilitate its dealings along this line with the warehouses.

It would be difficult for the company to determine which of the warehouses it is now using for spot stocks gives the best service, it was explained, because of its arrangements with the brokers who have charge of all warehouse transactions, as already stated.

The company prefers to have shipments made from the warehouse by motor truck, wherever this is possible.

An approximate percentage of deliveries and shipments leaving the Atmore factory would be broken down as follows:

Local Philadelphia and suburban deliveries.....	25 per cent
Motor truck shipments.....	40 per cent
Rail shipments.....	15 per cent
Steamship shipments.....	20 per cent

Total.....100 per cent

Mr. Goehl's conception of the "ideal warehouse," as regards services, is as follows:

"The 'ideal warehouse' is one that should be able to give prompt, efficient and courteous service. It should report promptly all transactions, including deliveries, returns, complaints and damages. It should be experienced in taking care of detail and should have an efficient staff of men to handle the business." (Concluded on page 62)

INDIANAPOLIS, IND.

Indianapolis Warehouse and Storage Co.

330 West New York St. Indianapolis, Ind.

Merchandise Warehouse, Brick, Sprinklered, 80,000 Square feet, private siding C.C.C. & St. L. Pool Car Distribution. Lease Space. Office Space.

Member of A.W.A. - Ind. W. A. - Associated Warehouses, Inc.

INDIANAPOLIS, IND.

Strohm Warehouse & Cartage Company

230 W. McCarty St. Telephone RI. 5513

General Merchandise Cold Storage. Pool Car Distribution and Checking Out. All Merchandise on Check Out Cars Placed on Platform Ready for Delivery.

CCC & St. L. R.R.

Modern Truck Equipment.

INDIANAPOLIS, IND.

POOL CAR DISTRIBUTION

"Service That Satisfies"



TRIPP WAREHOUSE COMPANY
MERCHANDISE AND MACHINERY STORAGE
Centrally located in Shipping District
Private Siding—C. C. C. & St. L. R. R.

TERRE HAUTE, IND.

DISTRIBUTORS TERMINAL CORPORATION

Private R.R. Track Capacity 21 Cars connecting with all Lines.

Merchandise Storage and Distribution a Specialty

Pool Cars Solicited

Motor Trucks for Store Door Delivery. Our clients do the selling—We do the rest. U. S. Licensed and Bonded Canned Foods Warehouse License No. 13-4.

CEDAR RAPIDS, IOWA

CEDAR RAPIDS TRANSFER & STORAGE CO.

FIREPROOF WAREHOUSE
ALL MODERN FACILITIES FOR EFFICIENT WAREHOUSING
AND DISTRIBUTION OF MDSE. AND H. H. GDS.

MOTOR FREIGHT TERMINAL

For Reputable Freight Lines

DAILY SERVICE IN EVERY DIRECTION

FREE SWITCHING FROM ALL RAILROADS ENTERING CEDAR RAPIDS

Special Warehouse for Farm Machinery and Heavy Equipment

DAVENPORT, IOWA

Including Rock Island and Moline, Ill.

Ewert & Richter Express & Storage Co.

Fireproof Warehouse, on Trackage—in the Business and Shipping District of Davenport.

Pool car distribution—Mdse. & H.H.G. with motor truck service—direct from our Combined Rail and Truck Terminal.

A.W.A.—N.F.W.A. Phone Ken. 543

DES MOINES, IOWA

BLUE LINE STORAGE CO.

200-226 - Elm - Des Moines, Ia.

Merchandise and Household Goods Storage

Private Siding—Free switch from any R.R. entering Des Moines

Members: A.W.A.—N.F.W.A.—I.W.A.—M.O.W.A.

DES MOINES, IOWA

Member American Chain of Warehouses

MERCHANTS
TRANSFER & STORAGE CO.

40 years' warehousing nationally known accounts gives you Guaranteed Service
Daily reports of shipments and attention to every detail.

DES MOINES, IOWA

ESTABLISHED 1880

White Line Transfer & Storage Co.
120 So. FIFTH AVE. DES MOINES, IOWA

Moving: Packing: Shipping: Consolidators and Forwarders
Fireproof and Non-Fireproof Storage of
AUTOMOBILES, INFLAMMABLES, HOUSEHOLD GOODS
MERCHANDISE (All Kinds)
Private Sidings—Free Switching to and from All Lines Entering Des Moines
(Lowest Insurance)
Member: A. W. A., May. W. A., Ia. W. A., Mo. W. A.



25 MOTOR FREIGHT LINES

with overnight service within a radius
of 100 miles

MERCHANDISE STORAGE
•
POOL CAR DISTRIBUTION
•
PRIVATE RAIL SIDING
•

• Twenty-five motor freight lines operating from our terminal provide daily service to all points in Mason City's distribution area, thus enabling us to offer exceptional service—especially pool car distribution service—throughout the territory we serve.
• Complete rail service by all lines serving Mason City and their connections—interchange rail to truck, or truck to rail, under one roof.
• Modern reinforced concrete and steel fireproof building especially built for warehouse purposes and ideally located to serve all Northern Iowa and Southern Minnesota territory.

MASON CITY WAREHOUSE CORPORATION
MASON CITY, IOWA

WATERLOO, IOWA

IOWA WAREHOUSE CO.

Fireproof Warehouse Motor Truck Service

Distributing and Warehousing All Classes of
Merchandise, Household Goods and Automobiles

HUTCHINSON, KANSAS

Aero Mayflower—A. W. A.

CODY
Transfer & Storage Co.

Fireproof Warehouse—Merchandise and Household Goods
Private siding — Free switching — Pool car distribution

(Concluded from page 61)

cient and simplified billing system. It should be so situated as to be convenient to the local trade it serves."

John F. Goehl, who probably is among the youngest executives in the country managing the traffic department of so widely known a manufacturing concern as Atmore & Son, Inc., as he is but 28 years old, was born in Norwood, Delaware County, Pennsylvania, on Oct. 13, 1907. Early in his education he was aiming at a business career. He entered Strayer's Business College, Philadelphia, with that end in view and from this institution he was graduated in 1924. The same year he entered the employ of Atmore & Son, Inc. Mr. Goehl took a short course in English at the Charles Morris Price School and later a course in business correspondence at the University of Pennsylvania.

Mr. Goehl is single and perhaps on that account has a number of hobbies, most of them connoting an energetic personality and a fondness for the out-of-doors. They are divided among golf, tennis, automobile trips and playing the piano.

The great age of the Atmore business makes a brief sketch of it not out of place in these pages. This house is one of the oldest members constituting the Centenary Association of the Philadelphia Chamber of Commerce, at present numbering 122 qualified firms. Once a year they hold a luncheon, which has become a feature of the city's commercial life.

Robert Atmore, a grocer, with his two sons, Frederick and Robert, Jr., emigrated from London, England, to Philadelphia in 1831 and opened a store at 10th and Buttonwood Streets. It was then the custom for storekeepers to make many of the things they sold and Robert Atmore had brought with him to this country numerous recipes which had been handed down for generations in the old country. Among these were recipes for mince meat and plum pudding. These he made in his kitchen in Philadelphia and sold to a continually increasing number of customers, principally housewives, at the start of the enterprise. Soon the popularity of the Atmore output attracted the attention of grocers, who bought mince meat by the bucket. That was in 1842. In that year the Atmores, to fill demand, began the regular manufacture of mince meat.

By 1866, the product was being sold to wholesalers as well as to the retail trade. On the death of Robert Atmore, Sr., the sons decided to divide the business, Robert, Jr., keeping the grocery and Frederick continuing the manufacture of mince meat. From that day on, the firm of Atmore has specialized in mince meat and plum puddings, fig puddings being added to the output later. The business prospered and the present large plant at 110 Tasker Street was acquired.

Among the firm's most prized souvenirs of its early days are a pair of glass jars in which mince meat then was packed. These jars were exhibited as long ago as 1876, at the Philadelphia Centennial Exposition; occasionally have been loaned by the firm for display in store windows and now are on exhibition in a display of Atmore product packaging in the company's office. The firm has achieved nation-wide distribution without national advertising, although for the last four generations it has advertised its products consistently in local territory. The officers of Atmore & Son, Inc., are William R. McKeldin, president, and Harry E. Barnett, secretary-treasurer.

Seehorn Joins Central of Los Angeles

Frank C. Seehorn, for many years identified with the Jennings-Nibley Warehouse Company, Ltd., Los Angeles, has joined the Central Warehouse and Storage Company as manager.

Central has removed from 1325-1329 Palmetto Street to a sprinklered building at 1300 Factory Place.

KANSAS CITY, KANSAS

GRANDVIEW CLUB TRANSFER & STORAGE CO.

Modern distribution and warehousing service

Merchandise and household goods.
Reinforced concrete buildings. Private siding.
Free switching to and from all lines.
75,000 sq. ft. modern storage.

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FIREPROOF WAREHOUSE**

Packing, Moving, Storing and Shipping
738-740 Armstrong

L. J. CANFIELD, Proprietor

Telephone Draxel 3420

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PARSONS COLD STORAGE COMPANY

COLD STORAGE AND MERCHANDISE WAREHOUSING
POOL CAR AND SPOT STOCK DISTRIBUTION
MOTOR FREIGHT TERMINAL
QUICK SERVICE AND REASONABLE RATES
PRIVATE SIDING AND FREE SWITCHING

2015-2031 Gabriel

Phone 352

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E. H. Walte, Pres. & Treas. E. F. Dean, Vice-Pres. A. G. Durall, Sec.

TOPEKA TRANSFER and STORAGE Co., Inc.

A.W.A.

Established 1880

N.F.W.A.

FIREPROOF WAREHOUSES FOR MERCHANDISE & HOUSEHOLD GOODS
TWICE DAILY TRUCK SERVICE TOPEKA-KANSAS CITY
CITY-WIDE DELIVERY SERVICE
Private Switch Connections AT & SF, ORI & P, U.P. and M.P.
Member of American Chain of Warehouses

WICHITA, KANSAS

*A Modern Distribution and
Warehousing Service*

Brokers Office & Warehouse Co.

Murray E. Cuykendall, Gen. Mgr.

WHAT IT MEANS TO YOU

Not something for nothing, but doing what you want
done intelligently, economically and promptly.

AT YOUR SERVICE

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Write or Wire

MEMBER



Cassell
TRANSFER & STORAGE CO.



WICHITA, KANSAS

Fireproof Storage and Sprinkler System

WICHITA, KANSAS

UNITED WAREHOUSE CO'S
Merchandise Warehouses
at
TWO BIG MARKETS
WICHITA, KANSAS ← → KANSAS CITY, MO.

LEXINGTON, KY.

**THE UNION
TRANSFER and STORAGE
COMPANY, Inc.
THREE LARGE
WAREHOUSES**

Fireproof and Non Fireproof. Centrally Located.
Warehouses on Private Siding. Free Switching Charges.
DISTRIBUTION OF POOL CARS A SPECIALTY
MERCHANDISE AND HOUSEHOLD GOODS
WE FURNISH MOTOR TRUCKS AND TEAM SERVICE
Member American Chain of Warehouses

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EMANUEL LEVI, Pres.

W. L. STODGHILL, Gen. Mgr.

FIREPROOF STORAGE COMPANY, Inc.

308 W. LIBERTY ST.

MODERN FIREPROOF H. H. GOODS DEPOSITORY
MOVE—PACK—SHIP

Member: Mayflower Warehousemen's Association

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**Most Centrally Located Warehouse and
Motor Truck Terminal in Louisville.**

*Our
Service
Is Our
Sales
Force*

With a trained personnel and modern facilities
for rendering efficient distribution service.
ASK YOUR CUSTOMERS HERE.

CHESTER BELL, Gen. Mgr.

KENTUCKY TERMINAL WAREHOUSE COMPANY
1101 West Kentucky St. Louisville, Ky.

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LAMPPIN WAREHOUSE COMPANY

1409 Maple St., Louisville, Ky.

Merchandise Warehouse 50,000 square feet,
Mill Construction, Sprinklered, private
siding P.R.R. Distribution of pool cars.

LOUISVILLE, KY.

Louisville Public Warehouse Company

25 WAREHOUSES

\$750,000 CAPITAL

Louisville Member
AMERICAN CHAIN—DISTRIBUTION SERVICE, INC.
Gen'l Mds. ——— H. H. Goods

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Warehousing in all its Branches

Also Operators of

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Sprinklered Buildings—Most Centrally Located with Rail and
Truck Sidings.

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Bonded Brick & Concrete Warehouse. Stor-
ing, Packing, Pool Car Distribution. Agents
Are Mayflower Transit Co. Private Sidings
L.A.S., P.R.R. Ry.



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**COMPLETE MERCHANDISE
STORAGE AND DISTRIBUTION SERVICE**

Largest local Merchandise Warehousing Facilities, operated in direct conjunction with Our Own River-Rail Terminal. Free Switching by all rail- and water-carriers. Rail Siding Eighteen cars capacity. Lowest local insurance rates. State bonded.

"EFFICIENT—SAFE—ECONOMICAL SERVICE"

MUNICIPAL WAREHOUSES—BATON ROUGE, LA.
MANAGED AND OPERATED BY PORT OF BATON ROUGE

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R. W. DIETRICH, President

Importers' Bonded Warehouse
(Member of A.W.A.)

and

Bienville Warehouses Corporation, Inc.
(Member of A.C.W.)

Office, 340 Bienville St.

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Complete Warehousing and Distribution Service for New Orleans and its territory. 200,000 square feet of storage space with track room for 30 cars at one placement. Licensed by and bonded to the State of Louisiana and the U. S. Government.

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NEW ORLEANS, LA.

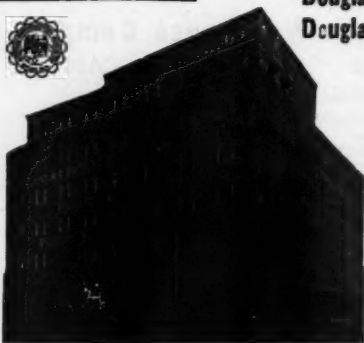
**Commercial Terminal
Warehouse Company**
INCORPORATED**Modern Merchandise Warehouses**

A dependable agency for the distribution of merchandise and manufactured products.

Storage Cartage Forwarding Distributing
Bean Cleaning and Grading Fumigating

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NEW ORLEANS LOUISIANA

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**Douglas Shipside Storage &
Douglas Public Service Corps.**

New Orleans, La.
Sprinklered storage—
1,050,000 square feet.
Mds. and Furniture.
Switch track capacity
—60 cars.

Nine warehouses convenient to your trade.
Loans made against negotiable receipts.
Trucking Department operating 55 trucks.
Insurance Rates 12c to 22c.

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Distribution
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GALLAGHER

TRANSFER AND STORAGE CO., INC.

927-945 Magazine St.

Modern Fireproof Warehouses

You may depend on us to treat your clients as our own when you call on us to serve them in New Orleans.

Members—N.P.W.A. and A.W.A.

NEW ORLEANS, LA.

NEW ORLEANS, LA.

2nd PORT, U. S. A.

All cement warehouses, low insurance, low handling costs. Located on Mississippi River—Shipside connection. Electrical unloading and piling devices provided to eliminate damage in handling. Excellent switching connections, with all lines entering New Orleans.

INDEPENDENT WHSE. CO., Inc.
New Orleans, La.

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PELICAN STORAGE & TRANSFER
201 NORTH FRONT ST.

Complete Warehousing & Distribution Service.
Low Insurance . . . Switch Track Facilities
Motor Freight Terminal . . . Fumigation

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Standard Warehouse Co., Inc.
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Represented by

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Paul O'Dea
Franklin 6263

NEW YORK
A. E. Hoff
Penn 6-5241

Complete Warehousing Service

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McLAUGHLIN WAREHOUSE CO.
Established 1875 Incorporated 1918

General Storage and Distributing

Rail and Water Connection—Private Siding

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American Warehousemen's Association
National Furniture Warehousemen's Association



PORTLAND, MAINE

Established 1858

CHASE TRANSFER CORP.

General Offices 48 COMMERCIAL ST.

Specialists in Merchandise Pool Car Distribution

Local trucking and Contract Carriers for Maine.
Heavy machinery, safes, boilers, stacks, etc.
Equipped to haul up to 60 tons.
Dock and Terminal facilities.

BALTIMORE, MD.

For Details See Directory Issue
Distribution and Warehousing

BALTIMORE FIDELITY WAREHOUSE CO.
T. E. WITTERS, President

Baltimore's Most Modern Merchandise Warehouses
Rail and Water Facilities
Pool Car Distribution—Storage—Forwarding
Private Siding Western Maryland Railway

BALTIMORE, MD.

CAMDEN WAREHOUSES

Operating Terminal Warehouses on Tracks of
The Baltimore & Ohio Railroad Co.

Storage—Distribution—Forwarding
Tobacco Inspection and Export—Low Insurance Rates
Consign Via Baltimore & Ohio Railroad

"We've Heard that"—

(Concluded from page 13)

From the standpoint of tonnage, this fleet compares badly enough with those of other maritime nations. When the comparison is limited to age and speed, however, the showing is even less encouraging.

Dog Food o o o

Buying in smaller quantities has increased spot-stocking on the part of one prominent dog food manufacturer. Additional stocks in warehouses will be carried as a result of a national sales campaign and the introduction of new products. At the present time stock is carried at 39 points as against 30 last year. Due to increase in stop-in-transit service, more stocks are being carried in small-city warehouses than formerly.

Another dog food manufacturer with distribution as far west as Denver is using 23 warehouses as against 17 last year, this increased trend being attributed to a saving on L.C.L. freight to customers. Small city warehouses are getting a lot of this business.

Fly Paper o o o

The coming of the automobile and the passing of the horse on the country roads have affected the sticky flypaper market and forced one company in this business to introduce different insecticide lines to meet new conditions. At the present time this company has spot stocks at 12 points, mostly in larger cities where it is claimed freight costs are being saved incident to re-shipping. The company has a national distribution and has stocks also in Canada and Mexico.

Stoves o o o

New models, plus dealer and utility promotion, have been responsible for an increase of spot stocks on the part of a prominent stove manufacturer now using nine warehouses. Last year six warehouses were used. Broader distribution of its product is expected as a result of a national sales campaign now under way.

Heating and Cooling o o o

Carrying its heating and cooling equipment stocks in nine warehouses, one large manufacturer is planning to add two more as a result of a national sales campaign now in progress. Last year this company used four warehouses and it indicates that the present increase as well as that of the future is based on bettering the service to customers as well as to relieve its inventory facilities. One new product will be added which will be distributed through warehouses.

Stop-in-Transit o o o

One company producing mustard, bird-seed and spices is concentrating spot stocks in warehouses in the smaller cities—by using stop-in-transit cars more than formerly. Because of this changing policy, 85 warehouses are being used now as compared with 75 a year ago.

Frozen Eggs o o o

Spot stocks of one company distributing frozen eggs in cans have risen in one year from 50 to 65, due to increased business in cities not served last year.

BALTIMORE, MD.

THOMAS H. VICKERY, President
E. E. BACHMANN, Sec'y and Mgr.

INCORPORATED 1905

BALTIMORE STORAGE CO.

N. W. Cor. Charles and 26th Sts.

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EVERY FACILITY FOR THE HANDLING OF
YOUR SHIPMENTS

Exclusive Agents Maryland and Vicinity
for

AERO MAYFLOWER TRANSIT CO.

FANS COAST TO COAST

CANADA AND MEXICO

BALTIMORE, MD.

Main Office: 400 Key Highway Established 1898
Branch Offices: N. Y., Wash., Phila., Norfolk

DAVIDSON TRANSFER AND STORAGE CO.

Offering the most complete Moving, Hauling and Freight Service in Baltimore
Handling Distribution of Nationally Known Products for 38 Years
Fleet of Delivery Trucks Covering City and Vicinity Twice Daily
"U. S. Customs Bonded Drayman"
Member of N.F.W.A.—A.V.L.—M.F.W.A.

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FIDELITY

STORAGE CO.

2104-6-8 MARYLAND AVE.

Your Clients Efficiently Served
All Collections Promptly Remitted

MOTOR FREIGHT SERVICE

Household Goods Pool Car Distribution Merchandise

Maryland Furniture Warehousemen's Association
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Baltimore's Modern Fireproof Warehouse

MARTIN J. REILLY, PRES.

A. BERNARD HEINE VICE-PRES.

BALTIMORE, MD.

McCORMICK WAREHOUSE COMPANY

LIGHT AND BARRY
STREETS

BALTIMORE, MD.

Concrete sprinklered warehouse centrally located.
Private siding handling CL shipments via B&O,
WM R.R. and PENN R.R. Low storage and
insurance rates. Negotiable receipts issued.
Pool car distribution. Motor truck service.
Baltimore Port rates on CL via M & M T Co.,
from New England.

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First Class Facilities for First Class Service

RUKERT TERMINALS CORPORATION
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8 MAJOR SERVICES CO-ORDINATED—Stevedoring . . . Cargo superintendence . . . Weighing and sampling . . . Custom house brokerage . . . Forwarding . . . Warehousing . . . Poolcar distribution . . . Financing.

BALTIMORE, MD.

AN ASSOCIATED
Terminal Warehouse Co.
Operating four Modern Warehouses on tracks of
Pennsylvania Railroad Company.

Trucking Storage
Pool Car Distribution
Financing Bonded Space



Founded 1893 Resources \$750,000

WAREHOUSE

BOSTON, MASS.

BANKERS
WAREHOUSE COMPANY
General Offices: 24-32 Farnsworth Street
GENERAL MERCHANDISE

Free and Bonded Storage Pool Car Distribution
N. Y., N. H. & H. Private Siding Member Mass. W. A.

BOSTON, MASS.

CLARK-REID Co., INC.
GEO. E. MARTIN, President

GREATER BOSTON SERVICE
HOUSEHOLD GOODS STORAGE—PACKING—SHIPPING

OFFICES { 380 Green St., Cambridge
 83 Charles St., Boston

Mass. W.A. Conn. W.A. N.F.W.A. A.V.L.

BOSTON, MASS.

CONGRESS STORES, INC.
38 STILLINGS ST.

PERSONAL SERVICE GENERAL MERCHANDISE STORAGE CENTRAL LOCATION

Pool Car Distribution
Sidings on N. Y., N. H. & H. R. R.

Protected By A.D.T. Service Member Mass. Warehousemen's Assn.

BOSTON, MASS.

Established 1896

PACKING MOVING

D.W. **DUNN** CO.

STORING SHIPPING

COMPLETE WAREHOUSING FACILITIES
CONTAINER SERVICE

48 Bromfield St. Member Mass. W. A. May, W. A. 3175 Washington St.

The Parade of New Products

(Concluded from page 23)

the final step in the world distribution of Kraft-Phenix products.

Portland Fish Co., Portland, Me., has occupied the plant formerly used by the Maine Coast Fisheries, Inc., and will start production of cod liver oil in the near future.

National Brands Stores, Chicago, has opened new voluntary groups in Canton, Ohio; Memphis, Tenn., and Zanesville and Marietta, Ohio, adding approximately 200 retail grocers.

Wisconsin Cheese Publicity Association, comprising 510 cheese producers, will start a national advertising and publicity campaign to promote consumption of Wisconsin natural cheese. An annual advertising fund of \$200,000 is being sought for this campaign, which will be conducted in 17 major cities.

Cambridge Products Co., 150 Cambridge Ave., Jersey City, N. J., has been organized to manufacture and distribute flavoring extracts. Incorporators are F. J. Jean and W. H. Schumann.

National Biscuit Co. has discontinued operations at its plant in Mansfield, Ohio, and its plants in Omaha, Ind., and St. Joseph, Mo., concentrating its production at the more modern units in other cities.

Atlas Chemical Co., Detroit, has been formed to manufacture insect and household pest exterminators, and cleaners.

American Cap Co., Columbus, Ohio, will manufacture and distribute an automatic closure for tubes used for tooth paste, creams, ointments, etc.

J. B. Miller & Associates, Baltimore, Md., have been appointed sales representatives in the Baltimore, Washington, and Richmond territories, by Maynard, Inc., Chicago, maker of Maynard Beautiful Lady Hand Cream, and Hampden Sales Associates, New York City, manufacturer of Nailcare and Craignette Cream Nail Polish Remover.

Exact Weight Scale Co., Columbus, Ohio, maker of the "Post-A-Lett," pen-size scale, has named the Autopoint Company, Chicago, as its exclusive sales representative for both the domestic and foreign markets.

Southern W. A. May Be Reorganized as a Merchandise Trade Group

The board of directors of the Southern Warehousemen's Association at a recent meeting in Atlanta made tentative plans for reorganizing as a strictly merchandise storage group. It is expected that in the fall there will be called a general meeting of merchandise warehouse operators in southeastern territory.

Meanwhile Southern will continue limited activity on its present basis, with Mrs. Lorena W. Coop, Atlanta, as executive secretary.

BOSTON, MASS.

FEDERAL WAREHOUSE, INC.

34-38 MIDWAY ST., BOSTON, MASS.

Storage Capacity, 100,000 Sq. Ft.

Low insurance rate, direct truck connection N. Y., N. H. & Hartford R. R. General Merchandise. Storage and distribution. Vegetable and Non-vegetable warehouse receipts. Space reserved for merchandise requiring non-freezing temperature.

Pool Car Shipments — Auto Truck Service
William F. Heavey, President and General Manager
Member American Warehousemen's Assoc.

BOSTON, MASS.

WIGGIN TERMINALS, Inc.

30 Terminal St.

Boston (29)

Mass.

STORAGE

B. & M. R.R.
Mystic Wharf,
Boston

N. Y., N. H. & H. R.R.
N. Street Storage
South Boston

BOSTON, MASS.

CHARLES RIVER STORES
131 Beverly Street
Boston and Malco R. R.

ALBANY TERMINAL STORES
137 Kansland Street
Boston and Albany R. R.

FRANCIS FITZ WAREHOUSE
30 Pittsburgh Street
N. Y., N. H. and H. R. R.

DIVISIONS OF

**FITZ WAREHOUSE
AND
DISTRIBUTING CO.**

**GENERAL MERCHANDISE
STORAGE**

Free and Bonded Space

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Pool Car Service

Successors to

**FRANCIS FITZ CO. AND THE
GENERAL STORAGE DIVISION
OF QUINCY MARKET COLD
STORAGE AND WAREHOUSE
CO.**

*Rail and Motor Truck Deliveries
to All Points in New England*



BOSTON, MASS.

Hoosac Storage and Warehouse Company
Lechmere Square, East Cambridge, Mass.

FREE AND BONDED STORAGE

Direct Truck Connection B. & M. R. R.
Lechmere Warehouse, East Cambridge, Mass.
Hoosac Stores, Hoosac Docks, Charlestown, Mass.
Warren Bridge Warehouse, Charlestown, Mass.

BOSTON, MASS.

**MERCHANTS WAREHOUSE CO.
FISKE WHARF STORES**

453 Commercial St. Boston, Mass.

SECURITY
FIREPROOF CONSTRUCTION.
PROPERTY OWNED Without Encumbrance.

AVAILABILITY
PRIVATE SIDING—UNION FREIGHT R. R.
WATERFRONT LOCATION.

ADJACENT TO WHOLESALE DISTRICT.
DRIVEWAYS on Three Sides of Warehouse.

DISTRIBUTION
POOL CAR SERVICE.

SHIPMENTS FORWARDED to All Points.

140,000 sq. ft. FREE & BONDED Space.

A.W.A. M.W.A.

Represented by Am. Chain of Warehouses, Inc.

250 Park Ave., N. Y. C. 55 W. Jackson Blvd., Chicago

PITTSFIELD, MASS.

T. ROBERTS & SONS, INC.

Local and Long Distance Furniture Moving

Fireproof Storage Warehouses
Household Goods Storage — Packing — Shipping
Merchandise Storage and Distribution
Pool Car Distribution

DIRECT R.R. SIDING

B. & A. R.R. OR ANY R.R.

SPRINGFIELD, MASS.

F. G. Mooney, Pres.

E. C. Reardon, Mgr.

Hartford Despatch and Warehouse Co.
88 Birnie Avenue

STORAGE AND DISTRIBUTION DAILY THROUGHOUT CON-
NECTICUT AND MASSACHUSETTS. PRIVATE SIDING.
SPECIAL FACILITIES FOR MOVING, PACKING AND SHIP-
PING OF HOUSEHOLD EFFECTS. WAREHOUSES AT
BRIDGEPORT, CONN. AND HARTFORD, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.F.I.

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**Atlantic States Warehouse
and Cold Storage
Corporation****385 LIBERTY ST.**General Merchandise and Household Goods Storage
Cold Storage for Butter, Eggs, Poultry, Cheese, Meats
and Citrous FruitsB. & A. Sidings and N. Y., N. H. & H. R. R. and
B. & M. R. R.Member { A. W. A.
M. W. A.*Daily Trucking Service to
suburbs and towns within a
radius of fifty miles.*

DETROIT, MICH.

**Central Detroit Warehouse**Located in the heart of the wholesale and jobbing
district, within a half-mile of all freight terminals.
Modern buildings, lowest insurance rate in city.**Michigan Terminal Warehouse**
Wyoming and Brandt AvenuesModern concrete buildings, fully sprinklered,
serving the west side of Detroit and the city of
Dearborn. Specializing in heavy and light package
merchandise and liquid commodities in bulk. Con-
nected directly with every railroad entering the city.**Central Detroit Warehouse Co.**

Fort and Tenth Streets, Detroit, Mich.

New York, N. Y.—250 Park Avenue—Room 826
Chicago, Ill.—53 W. Jackson Blvd.—Room 1010

DETROIT, MICH.



Ferry Ave., E. and Grand Trunk Railway

Local, regional and storage-in-
transit service, offering every facility
known to modern distribution.New
Ultra-Modern
PlantTrunk Line
Terminal
Complete Service*Continent-wide Connections*

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**Henry & Schram Storage &
Trucking Company***"The Warehouse of Service"*Merchandise Storage—General Trucking
Car Load Distribution

Private Siding on

Wabash—Canadian Pacific—Pennsylvania
Pere Marquette Railways

Cartage Agents Wabash and Canadian Pacific Railways

"Your Interests Are Always Ours"

1941-63 W. Fort Street Detroit, Michigan

DETROIT, MICH.

efficient
dependable**WAREHOUSING**Cold and Merchandise Storage—The only Detroit Warehouse
combining direct rail, highway and marine shipping connections.**DETROIT HARBOR TERMINALS, INC.**4461 JEFFERSON AVENUE DETROIT, MICHIGAN
Eastern Office: 76 Beaver Street, New York City

DETROIT, MICH.

**JEFFERSON
TERMINAL WAREHOUSE**

Detroit 1900 E. Jefferson Ave. Michigan

**MERCHANDISE WAREHOUSING
and DISTRIBUTION**Our reinforced concrete building, centrally
located, assures very prompt delivery of goods to
our patrons' customers. Desirable offices for rent.
Quick service on pool cars. Prompt reshipments
and city deliveries by our own motor trucks.

**"In Earnest" Enforcement of Motor
Carrier Act Is Begun by I. C. C.**

(Washington Correspondence): Campaigning to secure enforcement of the Motor Carrier Act, the Interstate Commerce Commission has sent eight of its representatives to the west coast to investigate complaints of violation, thus inaugurating an "in earnest" campaign.

Although a few scattered representatives of the Commission previously had been sent into the field to investigate charges, the latest action marks initiation of a real drive for compliance.

Previously, the Commission had been concentrating on whipping into shape its far-flung field staff, consisting of the directors for the 16 districts into which the country has been divided, and an imposing corps of 60 to 75 supervisors; and with this task largely completed, two more district directors have been appointed, and 63 supervisors notified of their appointments and ordered to report to Washington.

The two directors are Daniel P. Harris, Jr., former secretary of the New Mexico Transportation Association, who will be in charge of District 13, comprising Wyoming, Colorado, and New Mexico; and Frank E. Landsburg, former secretary of the Washington Trucking Association, who will administer the Act in the district embracing Oregon and Washington.

The eight men dispatched in pairs to the Pacific Coast from headquarters include several supervisors and special agents, and it is understood some were taken from the rail section of the Commission. After completing their work in the field they will report back to officials of the Motor Carrier Bureau.

With these men in the field, plans are being laid to send out additional men, and it was learned also that a number of attorneys will be added to the legal and enforcement section of the Bureau.—(George H. Manning, Jr.)

**A Transportation Institute Will Be
Created by University of Maryland**

(Washington Correspondence): Culminating the University of Maryland's long-time effort to establish an Institute of Transportation on the campus, construction of the first building at College Park, Md., will probably get under way early next spring, according to Prof. S. S. Steinberg, acting dean of the College of Engineering.

Funds for the proposed \$500,000 structure, a museum which will temporarily serve as an administration unit, will be collected in a campaign to be conducted by Charles Henry Davis, New York philanthropist and inventor, one of the co-founders.

Mr. Davis has contributed a collection of books on highway engineering, valued at \$250,000, and an exhibit of road-building machinery and models also worth a quarter of a million. The books, Prof. Steinberg announced, will be brought to the college this summer for housing in the Engineering Building; they are now at University of Michigan.

Plans to establish the huge institute have been under way for five months, and were conceived as an extension of the education division of the American Road Builders' Association.

The primary purpose will be to coordinate all forms of transportation. The program contemplates establishment of 21 units on the campus. Cost of construction will be approximately \$10,000,000.

As one of the principal features will be exposition, it has been estimated that eventually the project will attain a value of \$100,000,000 in rare exhibits, physical equipment and research findings.—(George H. Manning, Jr.)

DETROIT, MICH.

John F. Ivory Stge. Co., Inc.

**MOVING—PACKING—SHIPPING
STORAGE—PRIVATE SIDING**

6554 Hamilton Ave., Detroit, Mich.

DETROIT, MICH.

OWL MOVING and STORAGE CO.

6347 MACK AVE.

Interstate Common Carrier of Household Goods.
Operating in 33 States and the District of Columbia.
Every Shipment insured.

Member of the Interstate Movers Association, Inc.

DETROIT, MICH.

"Located Heart Jobbing District"

RIVERSIDE STORAGE & CARTAGE CO.

Cass and Congress Sts., Detroit, Mich.

54 Years' Satisfactory Service

**HOUSEHOLD GOODS AND MERCHANDISE STORAGE
MOVING — PACKING — SHIPPING
PERSONAL SERVICE GUARANTEED**

Members A. W. A.—N. F. W. A.

DETROIT, MICH.

SERVICE

**For complete warehousing
service in Detroit use and
depend on U. S.**

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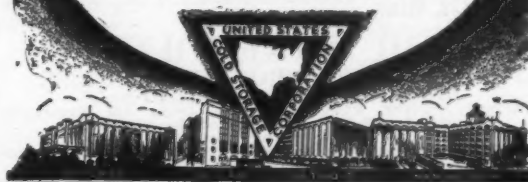
United States Warehouse Co.

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DETROIT, MICHIGAN

**UNITED STATES COLD STORAGE CORP.
OPERATING**

United States Cold Storage & Ice Co., Chicago
United States Cold Storage Company, Dallas
United States Warehouse Company, Detroit
United States Cold Storage Company, Kansas City



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Wolverine Storage Company, Inc.

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**STORAGE and MOVING
PACKING and SHIPPING**

Members N. F. W. A.

FLINT, MICH.

CENTRAL WAREHOUSE CO.

WATER AND SMITH STS.

COMPLETE WAREHOUSING SERVICE

SPRINKLERED RISK G. T. TRACKAGE

GRAND RAPIDS, MICH.

A COMPLETE WAREHOUSING AND
DISTRIBUTING SERVICE**COLUMBIAN STORAGE & TRANSFER Co.***Approximately 75% of All Commercial Storage
in Grand Rapids Handled Thru Columbian*

LANSING, MICH.

*"Center of Michigan"***FIREPROOF STORAGE CO.**

H. H. HARDY, Manager

SERVICE—SAFETY—SATISFACTION—GUARANTEED

MOVE—PACK—CRATE—TRANSFER

FIREPROOF WAREHOUSE—PRIVATE SIDING

Merchandise Storage—Pool Car Distribution

Member of A. W. A.

LANSING, MICH.

LANSING STORAGE COMPANY*The only modern fireproof warehouse in
Lansing exclusively for household storage.***RUG—TRUNK—SILVER VAULTS**

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440 No. Washington Ave.

(Member of Allied Van Lines, Inc.)

SAGINAW, MICH.

CENTRAL WAREHOUSE CO.GENERAL WAREHOUSEMEN AND FORWARDERS
MERCHANDISE DISTRIBUTION

SPRINKLER SYSTEM

Private Sidings M. C. R. R.

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Office
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Rates of Newark Terminal***(Washington Correspondence):* The Interstate Commerce Commission has suspended a new schedule of rates and tariffs which, established by the Port Newark, N. J., terminal, had gone into effect on June 1.

The commission has ordered an investigation to determine whether the challenged rates and tariffs were in the public interest. There was some doubt also as to whether they were in conflict with the I. C. C. regulations in this respect.

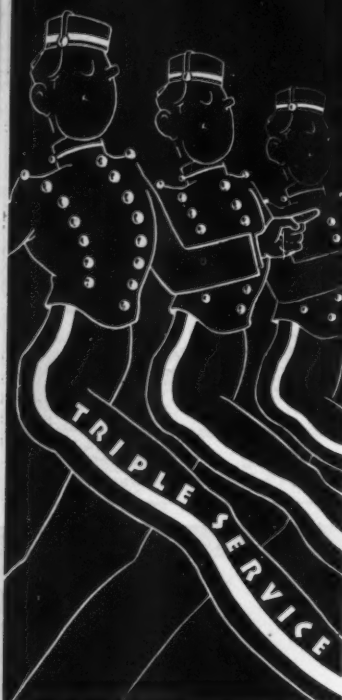
Pending final decision on the new proposed schedule, the former rates and tariffs continue in effect.—(Edwin Hartrich)

Changes in Washington Fidelity

C. J. Lipp has resigned as secretary and treasurer of the Fidelity Storage Company, Washington, D. C., to join the Internal Revenue Bureau of the Treasury Department. He had been with Fidelity about ten years.

W. C. Woodward has succeeded Mr. Lipp as Fidelity's secretary and treasurer. Mr. Woodward has been with the company twelve years as inventory clerk, platform foreman, assistant superintendent, estimator and assistant secretary.

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Doyle Buys Sillence Firm and Becomes President

H. A. Sillence, president of H. A. Sillence, Inc., Hartford, Conn., has sold his household goods storage and moving business to Edmund B. Doyle, an associate for several years. Mr. Doyle has incorporated the firm as H. A. Sillence Warehouse Co., Inc., with authorized capitalization of \$50,000, and as president and treasurer will continue operation of the two concrete storage buildings at 19 Adelaide Street and 7 Wyllys Street.

Mr. Sillence, a member of the Connecticut Warehousemen's Association and an officer of the Motor Truck Association of Connecticut, is retiring after thirty-five years in the warehousing business.

Morton, N. Y., Firm Reorganized

The Morton (N. Y.) Cold Storage Company, operating a modern concrete and tile building, has been purchased by Le Roy, N. Y., business executives, and has been reorganized and capitalized for \$100,000.

Herbert C. Metzler, of the Le Roy produce firm of Davis & Metzler, is president, and Alfred R. Davis of the same organization is secretary. E. W. J. Harty, president of a New York City fruit and vegetable commission house, is vice-president and treasurer.



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I.C.C. Holds Storage-in-Transit Arrangement by Crooks Company with Chicago Belt Line Not a Violation

(Washington Correspondence): Storage-in-transit rates prescribed by the Belt Railway Company of Chicago which allegedly have the effect of creating an operating advantage for Crooks Terminal Warehouses do not violate the Interstate Commerce Commission findings in "Switching Rates in Chicago District", the Commission has ruled.

The Illinois Association of Merchandise Warehousemen made the complaint and presented voluminous evidence at hearings last year. The association charged that the Belt Line rates covering storage-in-transit arrangements on carload traffic from industries or warehouses on its lines in the Chicago switching district to other warehouses on the line, and reforwarded to destinations beyond the line, result in total charges lower than those prescribed by I. C. C. in the Chicago switching rate cases. Further complaint was made that the rates are less than reasonable, unduly preferential of intrastate commerce, and unduly prejudicial to interstate commerce.

The association charged also that the payment and absorption by Crooks Terminal Warehouses of the charges on ex-lake sugar in carloads, from the Chicago docks to its warehouse at Clearing, Ill., in the Chicago district, constitute violation of the Elkins Act.

Rates within the Chicago area have had an active and eventful history. In the original report on "Switching Rates in Chicago District," I.C.C. found that rates of 3, 3.5 and 4 cents for one, two and three-or-more line hauls, minimum 60,000 pounds, were reasonable. The report was affirmed upon further hearing. The Commission also found that the maintenance of intrastate switching rates in Illinois and Indiana and within the Chicago switching district, lower than the corresponding interstate rates, would be unjust discrimination against interstate commerce.

The tariff item in the case just decided is as follows:

"Carload freight will be accepted for movement from industries or warehouses located on the rails of this company to warehouses also located on the rails of this company, at a charge of one cent per 100 pounds, minimum 60,000 pounds per car, for the purpose of storage and subsequent reforwarding in carloads to destinations on or beyond the rails of this company."

Then follows regulations which provide that the one-cent rate is in force only if the local rate of three cents has been paid into storage and evidence of reforwarding to destination within 12 months over the Belt Line is presented. Those conditions having been met, the difference between the three-cent rate and one-cent is refunded to the party paying the original charges into the warehouse.

The Crooks company maintains warehouses at 103d Street and Calumet River on the docks of the Great Lakes Transit Corporation, and also at Clearing. These warehouses are served by Belt Line; those of the complaining association are not.

Under the rates found not unreasonable in "Switching Rates in Chicago District," the charges on shipments from Crooks waterfront warehouse to its inland warehouse, plus the rates from Clearing to destinations in the Chicago district, would be 6, 6.5 and 7 cents, depending on whether the movement from Clearing was a single line, two lines, or three-or-more lines. Based on these rates, shippers using the Clearing warehouse would be at a three-cent disadvantage—the amount of the inbound switching charge from the waterfront to Clearing—as compared with shippers using the waterfront warehouses. Under the considered arrangement, shippers using the Clearing warehouse are at a rate disadvantage of only one cent and de-

(Concluded on page 74)

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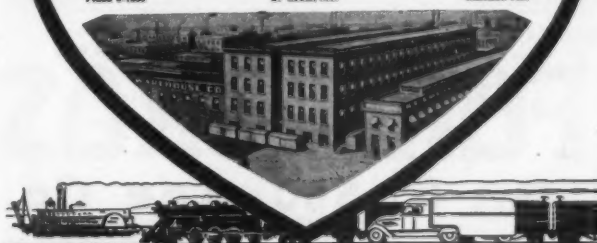
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(Concluded from page 73)

defendant does a switching service which, but for this arrangement, it probably would not perform for the reason that if the rate of three cents were applicable ex-lake sugar would be diverted into warehouses on the waterfront, the I.C.C. decision stated.

The warehousemen's association argued that the rates prescribed in the switching cases are reasonable maxima, and for that reason the waterfront warehouses should be entitled to a rate advantage of three cents over those switched to Clearing, stored, and then re-shipped to destination.

In support of its charge that the Elkins Act is being violated, the Association recited:-

Sugar arrives at 103d Street and Calumet River by barge and is transported by the Belt Line to Crooks Clearing warehouse. The shipments are billed in the name of Crooks and at the time of the movement that company pays the railroad its rate of three cents. When the sugar is reforwarded to final destination the railroad refunds two cents to Crooks, pursuant to the provisions of the transit tariff. The remaining one cent is not charged by Crooks to the owner of the sugar as a separate item, but Crooks reimburses itself out of the handling and storage charges collected by it from the owner of the sugar. As a result the owner pays nothing direct to the carrier for the movement from the waterfront to Clearing.

The Commission's Response

To this, the Commission replied:

"Taking the view of the matter which is most favorable to complainant's (the association) contention, the owner of the goods pays nothing beyond the storage and handling charges for the warehousing service rendered and obtains transportation from the waterfront to Clearing without having made any payment therefor. But insofar as defendant (Belt Line) which performed the service is concerned, it has adhered to its tariff and has retained the rates provided therein. It has returned nothing to the shipper from the rates collected. In this transaction intervenor (Crooks) is not the carrier nor its agent. It is the agent of the shipper. For the shipper, however, it performs no transportation service but rather undertakes to obtain such service by arrangement with the carrier."

At another point, the decision states:

"The one-cent inbound rate is not an independent local rate but is only one factor which, when combined with other factors, out of which defendant (Belt Line) obtains additional revenue for further movements, makes up the through rate. The inbound factor of these rates is the same in amount as the division received by defendant out of the joint rates where its haul in the Chicago switching district in some instances is twice as long as that from intervenor's warehouse on the waterfront to Clearing. The tariff provision complained of applies to both intrastate and interstate traffic from all industries and warehouses on defendant's line to all warehouses on its line.

"The fact that the complaining warehouses are not reached by the defendant and that the lines which do not reach them have not established similar tariff provisions cannot be said to result in unjust discrimination or undue prejudice by defendant which, as hereinbefore indicated, established this provision because of competitive conditions."

The dismissal of Illinois Association of Merchandise Warehousemen was agreed to by the full Commission with but two dissents. Commissioner Porter disagreed but did not file a statement of facts. Commissioner Lee dissented on the ground that the Anchor Storage Company case is analogous and he had filed a dissent in that case on grounds which he considers still correct.—(James J. Butler.)

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The Del Credere Plan of Consigned Selling

(Continued from page 12)

factorer buys back all stocks in the hands of his jobbers. Then, as part of the new contract, the wholesaler makes a deposit with the manufacturer "to guarantee faithful performance of this contract and as security for the goods." With Squibb & Sons, by their own statement, the deposit varies from \$250 to \$300. Sometimes interest is paid on the deposit, sometimes not; but, the total of these deposits from 200-300 jobbers becomes a substantial sum—itsself a handsome working capital for a manufacturer.

Thus, it will be seen, *del credere* solves three of the four troubles of the ordinary consignment: finance, complicated records from tens of thousands of retailers, and the inclination to delay the report. It does not meet the difficulties of "domestication," that still being necessary for the manufacturer.

Del credere, for these reasons, is sweeping the trade. Eleven manufacturers have adopted the plan, or a similar modified consignment plan, either for their national distribution or for some States (as a sort of try-out). According to *Drug Trade News*, they are:

Coty, Inc.
E. R. Squibb & Sons.
Hinze Ambrosia.
Bourjois, Inc.
Seec & Kade.
Dr. Miles Laboratories.
Pinaud.
International Cellucotton Co.
Weco Products.
Barbasol.
Upjohn.

This same publication reports that the following drug manufacturers are either now considering a new policy, or changing their old policies, so as to incorporate more or less of the *del credere* methods:

The Mennen Co.
Pluto Water.
Petrolagar Laboratories.
Crazy Water Crystals Co.
Phillips Chemical Co.
Health Products, Inc.
The Dill Co.
Horlick's Malted Milk.
Koehler Mfg. Co.
Stop-Spot.
Chartex Co.
Worcester Salt Co. (for tooth paste).
Nordmark Chemical Works.
Medicone Co.

Not all the press announcements have been correct in detail. For instance, Forhan's and Zonite (a single management) were hailed in the month of May as having "gone to consignment selling." They did announce a change of plan but took care to advertise it as "not just another consignment plan." These companies have inaugurated a new sort of effort to assure the retailer a reasonable profit, through a set-up of "dividend certificates" to the retailer, regardless of size of order but only on condition that he buys the goods through licensed wholesalers. The underlying purpose is, however, identical with the others: to control the final price.

All these plans originate with the manufacturer. No two manufacturers who are definite competitors seem to have adopted the scheme.

Each one has brought out his own plan, with his own contract and his own form of reporting, etc. There would be no very serious problem involved if it were certain that not more than ten or eleven manufacturers were to adopt some such basis for distribution. But if the number grows to a hundred, the wholesaler will

(Concluded on page 78)

BUFFALO, N. Y.

70,000 SQ. FT. OF STORAGE SPACE

SHIPPERS EXPRESS TERMINAL & WAREHOUSE

General Offices: 135 SCOTT STREET

Merchandise storage—Fireproof building—Lehigh Valley Railroad siding—Pool car distribution—Daily delivery to Western New York and Canadian Points by our own large fleet of motor trucks—Dependable service.

BUFFALO, N. Y.

GENERAL MERCHANDISE—COLD STORAGE WAREHOUSE

Cargo-Handling
Rail-Lake and Barge
Terminal
86 Car Track
Capacity
1800 Feet Private
Dock



Financing—
Distribution
Auto Dealers
Warehousing
Service
Office and
Factory Space

TERMINALS & TRANSPORTATION CORPORATION

275 FUHRMANN BLVD. BUFFALO, N. Y.

ELMIRA, N. Y.

JOSEPH BIMBERG SONS STORAGE WAREHOUSE and TRANSFER

On main line Lacka-Erie-Penna.-L.V.R. Ea. Free Switching. WE ARE SPECIALISTS on Storage and Distribution of Pooled cars. Let us SERVE you and Prove it.

Members Am. Chain of Warehouses & A.F.A.

WE SHIP SUDDEN. Nathan Bimberg, Gen. Mgr.

ELMIRA, N. Y.

A. C. RICE STORAGE CORP.

2—WAREHOUSES—2

MERCHANDISE—HOUSEHOLD GOODS

Pool Cars—Truck and Van Service

MEMBER

AWA-NFWA-ALLIED VAN LINES

FOREST HILLS, L. I., N. Y.



Forest Hills Fireproof Storage

Austin St. and Herrick Ave.

Storage and Shipping of Household
Goods Exclusively

Serving Forest Hills, Elmhurst, Kew Gardens,
Richmond Hill, Jackson Heights.

GREAT NECK, L. I., N. Y.

BAYSIDE
DOUGLSTON
LITTLE NECK
MANHASSET
PORT WASHINGTON



E. C. J. McShane, Pres.

Great Neck Storage Co., Inc.

Offices Outtermill Road

New Fire Proof Warehouse

for

Household Goods—Works of Art
Individual Rooms

Members S.A.I.S.W.A., N.Y.F.W.A., N.F.W.A.

The Producers of

Midco Ice Box Freeze

select their

Merchandise and Cold Storage Warehouses
from the pages of this magazine

HEMPSTEAD, N. Y.

We solicit your patronage for the following towns:

FREEPORT	GLEN HEAD	NEW HYDE PARK
LYNBROOK	BAYSHORE	OYSTER BAY
ROSLYN	PORT WASHINGTON	WHEATLEY HILLS
HICKSVILLE	ROCKVILLE CENTER	GARDEN CITY
MINEOLA	SEA CLIFF	BALDWIN
WESTBURY	LONG BEACH	ROOSEVELT
GLEN COVE	MERRICK	PLANDOME
AMITYVILLE	VALLEY STREAM	

HEMPSTEAD STORAGE CORPORATION

237 MAIN STREET, HEMPSTEAD,
L. I., N. Y.

JAMAICA, L. I., N. Y.

Route Shipments for Long Island To JAMAICA STORAGE WAREHOUSE CO.



FIREPROOF

Wrapping Packing
Crating Shipping

Specializing in Packing and Unpacking
High Grade Furniture and Art Objects
Adjacent to Largest R. R.
Terminal on Long Island
9329-41 170th Street at
Long Island Railroad
Telephone—Jamaica 6-1035-1036

JAMAICA, L. I., N. Y.

Members N.Y.F.W.A. N.F.W.A.
L.I.W.A. Cham. Comm.

QUEENSBORO STORAGE

Van Wyck Blvd. at 94th Ave.

Richmond
Hill P. O.

Fireproof Whse.—Van Service—Packing
Long Island's Foremost Household Goods Warehouse
SERVING ALL Long Island POINTS

KEW GARDENS, L. I., N. Y.

Telephones, Richmond Hill 2-2871, Republic 9-1400

Kew Gardens Storage Warehouse, Inc.

Motor Vans, Packing, Shipping

Fireproof Storage Warehouse

Van Wyck Boulevard at Atlantic Ave.
Richmond Hill, N. Y.

LONG ISLAND CITY, N. Y.

"WHERE YOU GET SERVICE"



IDEALLY LOCATED FOR ALL LONG ISLAND SHIPMENTS ROCCO VAN & STORAGE CORP.

MODERN FIREPROOF WAREHOUSE

3115 31st St., L. I. City, N. Y.

QUICK SERVICE—PROMPT REMITTANCES
Members N.F.W.A.—N.Y.F.W.A.—N.Y.S.W.A.

NEW ROCHELLE, N. Y.

Moving, Packing Storing, Shipping



O'Brien's Fireproof Storage Warehouse, Inc.

Packers and Shippers of Fine Furniture
and Works of Art

Also Serving

New Rochelle, Pelham, Larchmont, Mamaroneck, White
Plains, Scarsdale, Hartsdale. Send B/L to us at
New Rochelle.

(Concluded from page 77)

find himself in a tangle of schemes, each differing slightly from all others, so that confusion and error are inevitable. The jobber's salesman cannot possibly remember contradictory lists of approved customers, or the black lists of "refuse-to-sell" retailers. He will get into embarrassing situations; his employer (the jobber) will make mistakes in shipping goods; losses will occur and telegrams pour in.

Some of these manufacturers make a single product; others have a hundred. With sizes differing for a single item, with shipping cartons holding everything from half a dozen to a gross, and with bulk goods for institutional customers, there will arise many baffling problems of taking inventory, rendering the daily report, reporting the sale; and, a necessary item in all drug lines, with all the "special deals" and "premium goods."

With all these to remember, one can see the confusion of a jobber's shipping room. It is evident that a tremendous amount of work is involved for someone. It may result in a slowing down of the jobber's order filling and billing. If so, it will disastrously influence deliveries. Already the jobber has a difficult routine. He works on a close schedule to meet transportation "leavings," and even a minor hindrance to his work might become of great importance at peak hours. This will be true, no matter where in his routine the *del credere* checking and recording occurs—at the order-checking position in the house, at the order-filling desk, or at the pricing-clerk's table. The jobber has been forced to a high degree of efficiency by the great number of small deliveries; additional details, especially at periods of peak volume, may involve costly mistakes.

If, therefore, the host of drug manufacturers stop before trying *del credere* methods and leave the field to the dozen who are first in the field, serious difficulty may not result. In all probability forty or fifty manufacturers might contract with their wholesalers for this modified consignment of goods without spoiling the whole scheme. But if all try it, hopeless confusion and discredit of the plan are inevitable.

Del credere talk and *del credere* "plans" are, just at present, sweeping the trade. The plan is new and is enthusiastically proclaimed by some of its users. Yet, if it becomes too general, it is certain to fail.

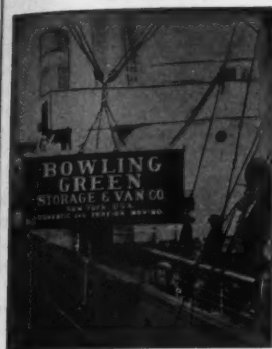
And, in order to complete our data on this subject, we are printing the names of more than a hundred drug manufacturers, supplied by *Drug Trade News*, who have, during the past four years, announced or used some policy of "price stabilization." The list includes those which have, quite recently, announced or re-stated their policies; but, in using this list, remember that not all of these concerns either consign their goods under ordinary methods or follow the newer *del credere* plan. The list is of those who try to control price cutting. It is given, as part of this article, because, as their plans develop, any one or even all of these companies may adopt *del credere* principles.

Misbranding of Moth Preparations Being Prosecuted by Government

A number of "moth proofing" ingredients alleged by the manufacturers to have value as insecticides have been the target of the Food and Drug Administration at Washington in recent months, it is announced by the United States Department of Agriculture, and as a result there have been fifteen criminal prosecutions with fines totalling \$1,805.

Warehousemen interested in learning the names of the products, and of the companies placing them on the market, should send for a copy of the Department of Agriculture's press release No. 1904-36. Address the Department's Office of Information, Press Service.

NEW YORK, N. Y.



**Bowling Green
Storage & Van Co.**

Foreign and Domestic
Removals

**STORAGE
PACKING**

Office, 8-10 Bridge St.
Warehouse, 250 West 65th St.

NEW YORK, N. Y.

BUSH TERMINAL

Gen. Offices 100 Broad St., New York City

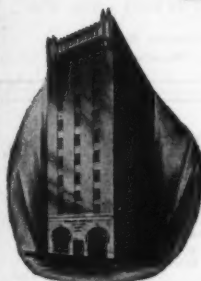
Warehousing—Distribution—Manufacturing Facilities
Cold Storage—Fumigation

SHIP-SIDE, RAIL-SIDE, MOTOR TRUCK

NEW YORK, N. Y.

Byrnes Brothers Warehouses, Inc.

ESTABLISHED 1870



Two centrally located modern fire-proof warehouses, adjacent to all railroads, for prompt and economical handling of your shipments.

Sixty-six years of dependable service is your guarantee in selecting us as your New York representative.

305-307 East 61st Street

Members: N. Y. F. W. A.,
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NEW YORK, N. Y.

FIREPROOF WAREHOUSES



**Day & Meyer
Murray & Young, Inc.**

PORTOVAULT
STEEL VAULT STORAGE

1166 SECOND AVE., NEW YORK



NEW YORK, N. Y.

DAYTON STORAGE CO., Inc.

Operated by

Fireproof Warehouses

Modern Equipment

Lift Van Service



Centrally Located

Consign Shipments
To Us

Prompt Remittances

1317 Westchester Ave.

NEW YORK, N. Y.

Fireproof Storage Warehouses

**Dunham & Reid
Inc.**

The storing, packing, moving and shipping of Household Goods and Art objects is attended to on a basis of quality. Dunham & Reid Service surrounds the shipper at all times with a greater margin of Safety and Security. Low insurance rates. Prompt remittances. Located in the heart of New York.

210-218 East 47th Street

New York City

Members of N. F. W. A., N. Y. F. W. A., V. O. A.

NEW YORK, N. Y.



Announcement

A. O. FEIDELSON, Inc.

has taken over the operation of the
B. & O. Stores, 26th St. and 11th Ave.

New York City

This change in management is important to shippers throughout the United States because it combines the unusual advantages of a mid-Manhattan warehouse with Baltimore & Ohio covered sidings adjacent to all markets—with the lowest insurance rate on Manhattan Island—plus the experience of specialists in Distribution since 1919.

Concrete building, supervised sprinkler system throughout. Inbound and outbound shipments handled via B. & O. R. R. without cartage or switching expense.

Team truck yard adjoining the building.

Shippers are cordially invited to inspect our plant and consult with us in their warehouse and distribution problems.

A. O. FEIDELSON, Inc.

SUCCESSOR TO B. & O. STORES

ROBERT E. BARRY, Gen. Mgr. Warehouse Division

General Offices—26th St. & 11th Ave.

NEW YORK CITY

Member of Warehousemen's Assoc. of the Port of New York

NEW YORK, N. Y.

THE GILBERT STORAGE CO., INC.

Specialists in Pool Car Distribution—Warehouses Located on East and West Side—Fireproof Storage.
Formerly **HARLEM STORAGE WAREHOUSE CO., INC.**
Executive Office, 30 W. 68th St. West Side Warehouse, 30 W. 68th St.
East Side Warehouse, 211 E. 100th St.
Agent for **ALLIED VAN LINES, INC.** Nation-wide Long Distance Moving. A National Organization owned and operated by the leading storage warehouse companies in the United States.
Members N. F. W. A., N. Y. F. W. A. and N. Y. S. W. A.

NEW YORK, N. Y.

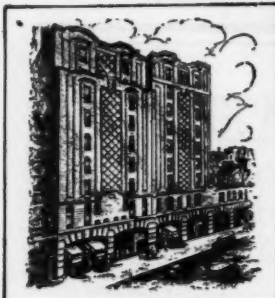


SEND YOUR BRONX AND WESTCHESTER SHIPMENTS TO
Globe Fireproof Storage Warehouse Co., Inc.

New Fireproof Storage Warehouse
Offices: 810-812 East 170th St.
Members N.F.W.A., N.Y.F.W.A.

NEW YORK, N. Y.

William F. Hahn, Pres. Fred J. Hahn, Sec. & Treas.
STORAGE—MOVING—PACKING
We Specialize in Lift Van Shipments



WEST SIDE BRANCH AND GEN. OFFICE
180-182 WEST 170th ST., N. Y. C.

HAHN BROS.
FIREPROOF
WAREHOUSES, INC.

108-120 WEST 107th STREET
— AND —
231-235 EAST 55th STREET
NEW YORK CITY

Efficient and Capable Organization
Modern Fireproof Buildings
Personal Supervision
Member Mayflower Warehousemen's Association

NEW YORK, N. Y.

AN ASSOCIATED

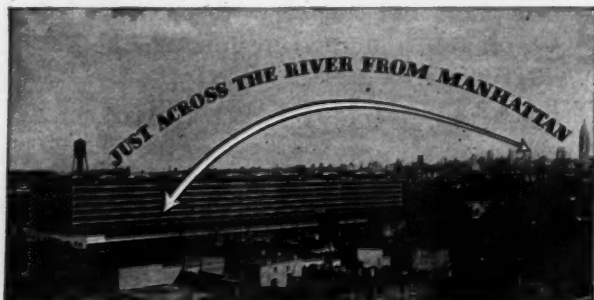
LACKAWANNA
TERMINAL WAREHOUSES, INC.
JERSEY CITY, N. J.

(Six hundred feet from the Manhattan Tunnel Plaza)

SUPERIOR DISTRIBUTION

A stock of your products carried in our Terminal is within 24 hours of your customer's door at any principal point between Boston and Washington, D. C.

- Traffic experts route your shipments via dependable lines at minimum charges.
- Side track facilities and L. C. L. Freight station in same building.
- Coastal Steamship connections, eliminate unnecessary cartage expense.
- Direct Motor Truck Store Door Delivery Service covering wide area.
- Pool Car Distribution.
- Modern Building and Minimum Insurance Rates.



NEW YORK, N. Y.

**Offering a Superior Service
at a Reasonable Price . . .**

Fireproof Vaults**Electric Van Service****Cold Storage****Separate Vans****Safe Deposit Vaults**

Maintaining a modern fireproof building; easily accessible; storing household goods of every kind in separate fireproof rooms, vaults or galleries which are constructed to properly care for goods of value.

Special vaults for silverware and valuables; also vaults of arctic chill for storage of furs, tapestries, rugs, clothing or any other article of value that requires safeguarding from moth ravages.

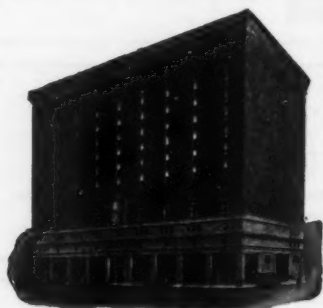
Special van equipment for transporting goods to and from warehouse and home or out-of-town. Also house-to-house moving.

Fumigating tanks to destroy moth or insects in furniture, rugs or bedding.

Special vans for shipments of household goods to all parts of the world.

Dead storage for automobiles. Batteries are cared for on premises.

Our experience of 40 years guarantees satisfactory performance.



Lincoln Warehouse Corporation
1187 to 1201 Third Ave., at 69th and 70th Sts.

Alexander Caw, Vice-President and General Manager
Horace Roberts, Superintendent of Warehouse

NEW YORK, N. Y.

T. I. McCORMACK TRUCKING CO., Inc.

261 ELEVENTH AVE. AT 27th ST.

Service That Has Stood The Test

GENERAL MERCHANDISE STORAGE AND DISTRIBUTION
IN THE VERY CENTER OF NEW YORK

3 Railroad Sidings: N. Y. C. R. R., Erie R. R., Lehigh Valley
Fleet of Motor Trucks for Every Kind of Transportation Need
Daily Metropolitan Deliveries Custom House License No. 111
Liquor Delivery Permit

NEW YORK, N. Y.

Storage, Distribution and Freight Forwarding
from an Ultra-Modern Free and Bonded
Warehouse.

IDEALLY LOCATED

IN THE VERY CENTER OF NEW YORK CITY

Adjacent to All Piers, Jobbing Centers
and The Holland Tunnel

Unusual facilities and unlimited experience in forwarding and transportation. Motor truck service furnished when required, both local and long distance. Lehigh Valley R.R. siding—12 car capacity—in the building. Prompt handling—domestic or foreign shipments.

MIDTOWN WAREHOUSE, INC.

Starrett Lehigh Bldg.
601 West 26th St., N. Y. C.

NEW YORK, N. Y.

**SANTINI BROS., INC.**

Serving Greater New York and All Points in Westchester County

MOVERS—PACKERS—SHIPPERS

General Offices: 1405-11 Jerome Ave.—Tel.: JEROME 6-6000
Four Fireproof Warehouses

3,000,000 CUBIC FEET—POOL CAR DISTRIBUTION

L. C. L. from the Editor

(Concluded from page 9)

as well as speculation. For a time the demand for materials and goods runs ahead of the actual rate of consumptive requirements, and the excess finds a warehouse lodging.

"That was the case with steel in 1933, for an investigation made at that time disclosed large buying operations by wholesalers of finished and semi-finished steel of all descriptions. Previously they had been scraping the bottom boards of their bins.

"How does the course of prices square with warehousing's experience since the end of 1934? In 1934, the records show, the price curve leveled off. Peak prices were pretty generally reached in the second half of that year. The Labor Bureau wholesale index of all commodities is put at 78.4 for 1934, and 77.9 for 1935. The latest index, for the week ended April 25, 1936, is 79.6, against 80.3 for the comparable week of 1935.

"Our guess would be that the demand for warehouse space will rise again when, as and if prices again feel the 'inflationary' urge."

Elsewhere this month we quote the Department of Commerce figures (June release) indicating average occupancy, for entire country, was 61.8 on the last day of March, as compared with 60.7 at the close of February—marking the first advance since last November.

N.F.W.A. to Hold Summer Meeting At Lake Wawasee, Ind., July 18-22

DEPARTING from its policy of recent times, the National Furniture Warehousemen's Association will hold a summer meeting this year—on July 18-22 at Lake Wawasee, Ind., scene of regional household goods assemblies during the past few summers. The Spink-Wawasee Hotel has been selected as headquarters, and the sessions will be held in a new convention hall erected near the hotel. It will be a "stag" affair.

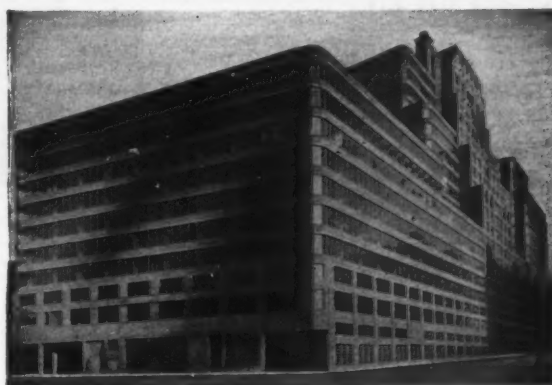
The program being arranged will not provide for formal reports by the regular committees, thus leaving more time for discussion of the Federal Motor Carrier Act, Social Security Act and other problems.

Redman Reenacts Pioneer Flight

In celebration of the tenth anniversary of the pioneer air flight from Los Angeles to Salt Lake City, by B. F. Redman, president of the Redman Van & Storage Co., Salt Lake City, Mr. Redman recently reenacted that original journey, and with the same pilot, C. N. James.

Arriving at Salt Lake City, the two aviators were given a reception and a banquet by the city's mayor and church and business leaders.

STARRETT LEHIGH BUILDING



Look Before You Locate

Starrett Lehigh Building, bounded by West 26th and West 27th Streets and 11th and 13th Avenues, New York City, affords an excellent location for manufacturing and distribution.

IT HAS —

- Lehigh Valley Railroad freight terminal on street level. Freight elevators direct to platform in rail yard.
- Truck elevators to all floors with convenient truck pits, offering street floor facilities throughout the building.
- Floor areas, 52,000 to 124,000 sq. ft. Smaller units may be leased.
- Low insurance rates.
- Live steam for manufacturing purposes.
- Fast passenger elevators.
- Restaurant and barber shop.

INVESTIGATE THE ADVANTAGES OF THIS BUILDING

You will find it easily adaptable as your Eastern manufacturing and distributing plant, sales and display offices. It is situated on wide thoroughfares in the center of Manhattan.

Nationally-known concerns, already occupants of the building, have been able materially to lower their New York operating costs and at the same time increase their efficiency. You, too, can save here.

Starrett Lehigh Building

D. R. CROTSLEY, Manager, 601 West 26th Street
Telephone: CHickering 4-5520

NEW YORK, N. Y.

Seaboard Storage Corporation

New York Office: 99 Wall St.

Distribution in the Metropolitan Area.

Steamship facilities — Railroad connections — Motor
truck distribution — One Responsibility.
Port Newark Terminal Foot of Doremus Ave. Brooklyn Terminal
Foot of Smith St.

NEW YORK CITY, N. Y.

DISTRIBUTION . . .General and Cold Storage. Sprinklered Building.
Direct track connections N.Y.C., Erie, L.V.R.R.
No cartage costs on reshipments. Same day de-
livery within 50-mile zone.**Terminal Warehouse Company**

27th and 28th Streets 11th to 13th Avenue



ROCHESTER, N. Y.

George M. Clancy Carting Co., Inc.

Storage Warehouse

55-55 Railroad Street

General Merchandise Storage . Distribution
Household Goods Storage . Shipping
Pool Cars Distributed and Reshipped
Direct R. R. Siding N. Y. Central
in the Center of Rochester

ROCHESTER, N. Y.

Established 1893

Storage of Automobiles and General Merchandise
N. Y. C. R. R. 10 Car Capacity, Private Siding
Pool Car Distribution Motor Service
Heated Throughout Sprinklered Low Insurance Rate**MONROE WAREHOUSE COMPANY, Inc.**Office: 1044 University Ave.
Member of A. W. A.

ROCHESTER, N. Y.

**ROCHESTER
STORAGE WAREHOUSES, Inc.**

26 N. Washington St.

MERCHANDISE STORAGE . DISTRIBUTION AND
FORWARDING . STORE DOOR DELIVERY

SCHENECTADY, N. Y.

**Schenectady Storage and Trucking
McCormack Highway
Transportation**

Offices: 160 Erie Blvd.

General Merchandise Storage and Distribution
Pool Car Distribution Household Goods
Storage and Moving Long Distance Trucking

SYRACUSE, N. Y.

**Fireproof Throughout
Flagg Storage Warehouse Co.
SYRACUSE, N. Y.**

Protected by Automatic Sprinkler

Consign your Household Goods Shipments in our care
MOVING — STORAGE — PACKING — SHIPPING
Mdse. Storage Private Siding Pool Cars Handled**The
California Walnut Growers Assn.**
select theirMerchandise and Cold Storage Warehouses
from the pages of this magazine**Merchandise Warehousing's Average
Occupancy Reported 61.8% at End of
March; First Upturn Since November**

PUBLIC merchandise warehousing's average occupancy "curve" took an upward turn at the end of March, as indicated by the June release of the Bureau of the Census of the Department of Commerce. The March improvement was the first since the previous November.

The reported average occupancy on March 31 was 61.8 per cent, this figure being subject to correction on the basis of subsequent returns. The 61.8 compares with 60.7 at the close of February. Both these marks are lower than any one month's percentage recorded since May of 1933 through January of 1936.

March's provisional 61.8 compares with 64.5 on the final day of March of last year, and with 69.9 at the end of March of 1929, the peak year.

The provisional occupancy figures for this past March showed Arkansas-Oklahoma leading the States with 84.3 per cent, followed by Kentucky-Tennessee with 81.8, and Alabama-Mississippi and Arizona-New Mexico each with 80.2. Chicago reported 80.9, St. Louis 74.6, Minneapolis and St. Paul 69.0, and the New York metropolitan district 57.8.

Gains—March of 1936 over March of 1935—were indicated for Vermont and New Hampshire and Connecticut as a group, Rhode Island, New York and New Jersey outside the New York metropolitan district, Ohio, Chicago, Wisconsin, Iowa, Missouri outside St. Louis, Kansas, North and South Carolina, Alabama-Mississippi, Arkansas-Oklahoma, Texas, Idaho-Wyoming, Montana, Arizona-New Mexico, Colorado, Washington, Oregon, and California.

Tonnage

The reports (final figures) submitted to the Bureau covering February show a total arriving volume of 348,282 tons, of which 258,857 tons, or 74.3 per cent, entered storage, the balance being delivered on arrival. This 74.3 compares with 80.8 for February of 1935.

The tonnage reports (provisional, subject to correction) for this past March indicate that 417,189 tons arrived, and that 333,802 tons of this, or 80.0 per cent, entered storage, the balance being delivered on arrival. This 80.0 compares with 81.1 for March of 1935.

**Irving T. Bush and Associates
Continue Control of Terminal**

With the support of a majority of stockholders, Irving T. Bush, founder and president of Bush Terminal Company, New York, and a group of associates were reelected or elected to the board at the annual meeting on June 23.

Mr. Bush and his associates received the votes of 56 per cent of the company's common stock and 46 per cent of its debenture stock—a combined average of 55 per cent of all stock outstanding.

Benson Sells Twin Falls Business

Carl G. Benson, who in 1910 established Benson Transfer & Storage, a combination household goods and merchandise firm at Twin Falls, Idaho, has sold his business to a new organization known as the Intermountain Seed & Fuel Co., of which H. L. Hammond and R. C. Fisher are the executives. Intermountain will continue the warehousing operations, with R. C. Hayes in charge, at 407 Shoshone Street South.

Mr. Benson, who is a member of the National Furniture Warehousemen's Association, is retiring from active association with local commercial affairs but will continue to reside at Twin Falls.

SYRACUSE, N. Y.

Get the Facts that
Mean Money to You

If you sell in New York State, it will pay you to get the facts about our modern warehousing and distributing service. Find out how you can reduce selling costs in this important market.

Member AWA, ACW,
NFWA, AVL

Great Northern Warehouses, Inc.
348-360 W. Fayette St., Syracuse, N. Y.



WHITE PLAINS, N. Y.

J. H. EVANS & SONS, INC.

Office & Warehouse: 253-257 Hamilton Ave.
Household Goods Moving, Storage, Packing, Shipping
Prompt service for any point in Westchester County
Member N.Y.F.W.A.—N.F.W.A.

YONKERS, N. Y.

McCann's Storage Warehouse Co.
3 MILL ST.

Fireproof Storage Warehouse

Strictly modern in every respect. The largest and latest in Westchester County—serving entire county.

SYRACUSE, N. Y.

DISTRIBUTION **KING** STORAGE
SINCE 1897



MERCHANDISE

HOUSEHOLD
GOODS

MOTOR FRT.
STORE DOOR
DELIVERY

MEMBERS
A.W.A. N.F.W.A.
AGT. A.V.L.

Represented by
Distribution Service, Inc.—New York—Chicago—San Francisco

CHARLOTTE, N. C.

AMERICAN STORAGE & WAREHOUSE CO.

CHARLOTTE, N. C.

OFFICE AND WAREHOUSE 505 S. CEDAR ST.

MERCHANDISE STORAGE ONLY. POOL CARS DISTRIBUTED.
MOTOR-TRUCK SERVICE LOCAL AND DISTANCE. PRIVATE
RAILROAD SIDING.

ESTABLISHED 1908

CHARLOTTE, N. C.

Carolina Transfer & Storage Co.

1230 W. Morehead St., Charlotte, N. C.

Bonded fireproof storage.
Household goods and merchandise.
Pool cars handled promptly. Motor Service
Members A. W. A. and N. F. W. A.

UTICA, N. Y.

Broad Street Warehouse Corporation

Broad & Mohawk Sts., Utica, N. Y.

MODERN STORAGE WAREHOUSE

100,000 Sq. Ft. of Floor Space. Private Sidings. Low Insurance Rates.
Sprinklered and Heated. Private Offices for Manufacturers' Representatives.

Modern Facilities for
STORAGE - PACKING - DISTRIBUTION - FORWARDING
Of Merchandise, Automobiles, Household Goods
"IN THE HEART OF NEW YORK STATE"

UTICA, N. Y.

Jones-Clark Trucking & Storage Co.
of Utica, N. Y.

The Heart of New York State and natural distributing point. "Jones of Utica" has distributed Merchandise and Household Goods for 37 years. Every modern facility.

Member: N.F.W.A., Allied Van Lines, Inc.

UTICA, N. Y.

Established 1916

Utica Warehouse Co., Inc.

Box 276

Utica, N. Y.

Unexcelled facilities for handling bulk shipments. Storage in transit on Cotton—Specializing in, Textiles, Alkalies, Denatured Alcohol. Warehouses on D. L. & W. and N. Y. C.—Private Sidings—Sprinklered throughout—Pool Car Distribution—Motor Service.

WHITE PLAINS, N. Y.

CARPENTER STORAGE, INC.

Also serving

Tarrytown
Scarsdale
Hartdale
Mamaroneck
Port Chester
Larchmont

107-121 Brookfield St.

One of the most modern and best equipped
Storage Warehouses in Westchester.

Household Goods Exclusively
Low Insurance Rate
Packing—Crating—Shipping
Members N.Y.F.W.A.

CHARLOTTE, N. C.



MERCHANDISE STORAGE

Pool Car Distributors
Private Sidings

UNION STORAGE & WAREHOUSE CO., INC.
(BONDED)

1000-1008 West Morehead St. 30 Private Offices
Private Branch Exchange Insurance Rate 25c
MEMBER OF A.W.A.—N.Y.F.W.A.—ALLIED DIST., INC.

TARBORO, N. C.

EDGEcombe BONDED WAREHOUSE
TARBORO, N. C.

Largest Sprinklered Warehouses in
Eastern North Carolina
Insurance rate 22 1/2 cents
Pool Car Shipments and Distribution Service—Trucking
Facilities
Located in the Most Prosperous Section of North Carolina

WILMINGTON, N. C.

33,000 Sq. Ft. Floor Space—Fireproof

Farrar Transfer & Storage Warehouse
1121 South Front Street

Household Goods, Storage, Packing, Shipping
POOL CAR DISTRIBUTION MOTOR SERVICE

Use Private Siding—A. C. I. R. R.

FARGO, N. D.

Union Storage & Transfer Co. FARGO, N. D.
General Storage—Cold Storage—
Household Goods

Established 1906

Four warehouse units, total of 180,000 sq. ft. floor space—two sprinkler equipped and two fireproof construction. Low insurance rates. Spot stocks, pool car distribution, complete warehouse services. Ship in our care for prompt and good service.

Office: No. 808-10 Northern Pacific Avenue
AWA—ACW—NFWA—HFWA

GRAND FORKS, N. D.

KEDNEY WAREHOUSE CO.
STORAGE—MOVING—PACKING
SHIPPING

POOL CAR DISTRIBUTION—MOTOR FREIGHT TERMINAL

AKRON, OHIO

Cotter-City View Storage Co.

Main Office: 70 CHERRY ST., AKRON, OHIO

150,000 SQ. FEET STORAGE SPACE

Fireproof, concrete buildings, modern facilities, convenient location, ideally suited for clean, careful storage of

HOUSEHOLD GOODS and MERCHANDISE

Distribution area: Akron, Barberton, Cuyahoga Falls. Special attention to pool cars. Low transfer rates.

LONG DISTANCE MOVING

Pool Cars and Spot Stock Accounts Solicited. Private Siding B. & O. R. R. Free switching all roads. Low insurance rate.

Members of N. F. W. A.—O. A. C. H.—O. W. A.

AKRON, OHIO

The KNICKERBOCKER

WAREHOUSE & STORAGE CO.

36 CHERRY STREET

Household Goods and Merchandise
Fireproof Warehouse—Local and long distance moving.

CANTON, OHIO

MEMBER: A.C.W. — May W.A.
A.W.A.—O.F.A.A.—O.W.A.**CANTON STORAGE, Inc.**

FOURTH AND CHERRY N.E.

merchandise, household
goods cold storage

U. S. Customs and U. S. General Bonded.

Pool cars distributed. Private sidings. Free switching on all roads. Separate fireproof warehouses for household goods. Modern equipment combined with speedy service.

New York City Representative:
MR. J. W. TERREPORTE
254 Park Avenue
Telephone: Plaza 2-1235Chicago representative:
MR. W. H. EDDY
53 W. Jackson Blvd.
Telephone: Harrison 1498

CINCINNATI, OHIO

THE BALTIMORE AND OHIO WAREHOUSE CO.

Operating large modern warehouses for the storage of general merchandise at Second and Smith Sts. and at Sixth and Baymiller Sts.

Special room for storage of semi-perishable goods: Nuts, Dried Fruits, Rice, etc., where a low temperature is maintained.

Special attention given to re-stocking in I.C.L. lots the same day orders are received. Facilities for storage of Oils, Grease, Chemicals, and goods requiring cellar storage.

Low Insurance Rates. Sprinkler Systems.

Address: Second and Smith Sts. FRED W. BERRY,
Manager and Treasurer.

CONSIGN VIA BALTIMORE AND OHIO RAILROAD

CINCINNATI, OHIO

Consolidated Trucking, Inc.
Local and Long Distance Trucking
—Storage

N. W. Corner Pearl and Plum

Merchandise Storage
Penn. R.R. SidingPool Cars
Inter-City Truck Depot

CINCINNATI, OHIO

YOUR OWN BRANCH HOUSE
—WITHOUT THE OVERHEAD**Modern — Efficient — Responsible**EVERY DISTRIBUTION AND
WAREHOUSING SERVICE
KNOWN TO THE TRADE**CINCINNATI TERMINAL WAREHOUSES, INC.**

U. S. General Bonded Warehouse Number 1

Parkway 8070

Cincinnati, O.

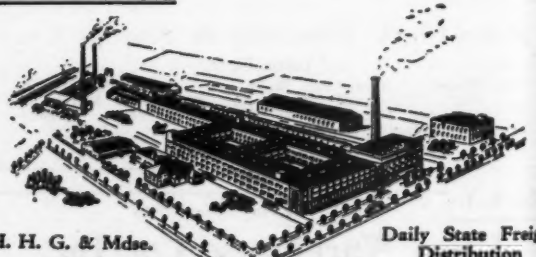
CINCINNATI, OHIO

The "A" Naish Moving and Storage Co.
3211 Madison Road, Cincinnati, Ohio

Two Household Goods Warehouses of Fireproof Construction, 40,750 Sq. Ft. Consign Shipments to Oakley St. of B.&O. Distribution of Pool Cars. Transfers Household Goods. Cargo Insurance.

Member of May WA—OFWA—OACH—CinVOW

CLEVELAND, OHIO



H. H. G. & Mds.

Daily State Freight
Distribution**BRAMLEY STORAGE CO.**

A Storage House of Distinction

Railroad Siding, Low Insurance Rates, Sprinkler System
C.F.W.A. and Steam Heated O.W.A.

CLEVELAND, OHIO

BRITTEN TERMINAL Inc.

Merchandise Storage & Distribution. Lowest Insurance Rates. Covered Rail & Truck Docks. Operate Own Truck Equipment. Pool Car Distribution.

2775 PITTSBURGH AV.

Telephone FRospect 2970

**Missouri W. A. Is Reorganized;
Frank M. Cole Chosen President**

THE Missouri Warehousemen's Association, which discontinued its activities in the summer of 1933 in favor of the four-State Midwest Warehouse & Transfermen's Association (now being discontinued), was revived on May 23 by thirty-four of the State's merchandise, household goods and cold storage firms which sent delegates or proxies to Kansas City, where a reorganization meeting was held at the Hotel Muehlbach. Wilfred F. Long, Midwest's last president, was in the chair, and the following officers were elected:

President, Frank M. Cole, president Radial Warehouse Company. Merchandise division vice-president, Wilfred F. Long, manager S. N. Long Warehouse, St. Louis. Cold storage division, vice-president, F. J. Meeker, secretary Terminal Warehouses of St. Joseph, Inc. Household goods division vice-president, George C. Dintelmann, Ben A. Langan Storage & Van Co., St. Louis. Secretary-treasurer, Frank H. Floyd, 402 Hall Building, Kansas City, who is secretary of the Kansas City Warehousemen's Association.



Frank M. Cole

Directors, W. A. Sammis, vice-president W. E. Murray Transfer & Storage Co., Kansas City; A. M. Hansen, transfer department manager Brown Transfer and Storage Co., St. Joseph; F. E. Orcutt, president Orcutt Storage, Packing & Moving Co., St. Louis; F. W. Keene, manager Columbia Terminals Company, St. Louis; and Frank B. Shunk, secretary Joplin Transfer & Storage Co., Joplin.

Dues were fixed which range from \$5 minimum to \$10 maximum, and initiation fee was waived until October, when the annual meeting will be held in St. Louis.

John A. Groves, president of Groves Storage Warehouse Co., Inc., a past president, was made an honorary member for "meritorious service" to the industry.

"General consensus at the meeting was that the State's warehousing must present a united front with a strong, aggressive association," according to Secretary Floyd, "so as to be able to cope with the factors which are constantly intruding in the field of warehousing, as well as adverse rules and regulations of the carriers, and likewise as important is our constant vigil in matters of legislation, in which we must be particularly vigilant after Jan. 1 when our Legislature is in session."

CLEVELAND, OHIO



**Distribution Terminal
Warehouse Company**

Central Viaduct and West 14th St.
Cleveland, Ohio

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New
Ultra-Modern
Plant

Trunk Line
Terminal
Complete Service

Continent-wide Connections

CLEVELAND, OHIO

**"A WAREHOUSE IS ONLY AS GOOD
AS ITS PERSONNEL"**

To insure good service use

THE GREELEY-GENERAL WAREHOUSE CO.

LOCATED IN THE NEW YORK CENTRAL FREIGHT TERMINAL
AT BROADWAY AND E. 15th ST.

CLEVELAND, OHIO

**LEDERER
TERMINALS**

... HAVE SOMETHING IN STORE for you ...
THREE GREAT WAREHOUSE LOCATIONS
GENERAL OFFICE, 1531 W. 25th ST.

CLEVELAND, OHIO

DIRECT FROM FREIGHT CARS



SHIPMENTS to Cleveland, consigned to The Lincoln Storage Company over any railroad entering the city, can be handled from freight car direct to our loading platform.

Carload shipments to our private siding, 11201 Cedar Ave., on the N. Y. C. Belt Line, connecting with all R.R.s. entering Cleveland; L. C. L.-Penna. Euclid Ave. Sta. adjoining Euclid Ave. warehouse; other R.R.s. to Cleveland, Ohio.



LINCOLN STORAGE

Geo. A. Rutherford, Pres. W. E. Thomas, Vice-Pres.

5700 Euclid Ave. CLEVELAND 11201 Cedar Ave.

CLEVELAND, OHIO

A WAREHOUSE IN EACH MAJOR SECTION
OF THE CITY GIVES



Exclusive Agent:
Greater Cleveland
for Aero-Mayflower
Transit Co.

ADVANTAGES

of special Storage Facilities . . . Low
Insurance Rates . . . Quick Deliveries.

The **NEAL**
STORAGE COMPANY
CLEVELAND OHIO

CLEVELAND, OHIO

MERCHANDISE STORAGE
POOL-CAR DISTRIBUTION
HEATED LIQUOR STORAGE
CUSTOMS BONDED
WAREHOUSE
LEASE SPACE



A MODERN, FIRE-PROOF STRUCTURE WITH
ENCLOSED DOCKS, N.Y.C. SIDING WITHIN BUILDING

THE OTIS TERMINAL WAREHOUSE CO.

1300-38 W. NINTH ST. CLEVELAND, OHIO
U. S. GENERAL BONDED WAREHOUSE No. 4

CLEVELAND, OHIO

Facilities, Service and Security

Merchandise Storage and Distribution . . . Fire-
proof Buildings . . . Low insurance rates . . .
Convenient locations . . . United States Custom
Bonded . . . Fumigation if desired . . . Pool car
distribution. . .

RAILWAY WAREHOUSES INC.

3450 CROTON, S.E.

CLEVELAND, OHIO

COLUMBUS, OHIO

Cover OHIO from Columbus

Modern warehouses and bonded storage facilities. A.D.T. Sys-
tem. Private double track siding. Receiving floor at car level.
Shipping floors at truck level. Free switching from all railroads.

Columbus Terminal Warehouse Company

55-85 Terminal Way Columbus, Ohio
Established in 1882

COLUMBUS, OHIO

Member of Associated Warehouse, Inc.

COLUMBUS WAREHOUSES, INC.

A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE

MOST CENTRAL WAREHOUSE—3 BLOCKS OF
CENTER DOWNTOWN DISTRICT

POOL CAR DISTRIBUTION
PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES
228 West Broad St., Columbus, Ohio

Massachusetts Household Goods Operators Form a State Asso- ciation; Stevenson Is President

NINE household goods storage operators in Mas-
sachusetts have organized the Massachusetts Furni-
ture Warehousemen's Association, the officers of which
are as follows:

President, George W. Stevenson, treasurer of Metro-
politan Storage Warehouse Company, Cambridge.
First vice-president, Henry D. Cormerais, treasurer of
Allston Storage Warehouse, Allston. Second vice-pres-
ident, C. H. Higgins, treasurer of Arlington Storage
Warehouse, Arlington. Treasurer, Stephen H. Whid-
den, executive head of Boston Storage Warehouse Co.,
Boston. Secretary, George A. Kearsley, president of
Cambridge University Storage Warehouse Company,
Cambridge.

The other charter members of the group are Francis
E. Buckley, president of T. G. Buckley Company and
a director of the National Furniture Warehousemen's
Association; George E. Martin, president of Clark &
Reid Co., Inc., Cambridge; Julian F. Greeley, operating
executive of New England Storage Warehouse Com-



George W. Stevenson

pany, Boston; and Mr. Newton, operator of Steffens
Storage & Sales Co., Newton.

The association is using the offices of Mr. Whidden
at 24 Milk Street, Boston, as its mailing address.

"No attempt is in the offing whereby rates or trade
practices are to be regulated," according to Mr.
Kearsley, secretary, "but it is in the minds of this
group that much can be accomplished toward a better
understanding of mutual problems and a resultant abil-
ity to serve the storing public better."

Six of the nine charter firms are members of the
N. F. W. A., and eight of the nine have been identified
with the Massachusetts Warehousemen's Association.

Federal Coordinator's Office Is No Longer in Existence

(Washington Correspondence): The office of Coordi-
nator of Transportation went out of existence on June 16
when Congress turned down suggestions that it be
renewed for 90 days to clean up odds and ends of work
remaining.

Senator Burton K. Wheeler charged railroads and
their employees with "ganging up" to defeat legislation
continuing the office, the latter group with the thought
in mind that coordinations might cost the jobs of some
of their number.

Senator Wheeler at first proposed a three year con-
tinuance, then reduced it to one year, and finally to 90
days, but had little support.—(James J. Butler.)

COLUMBUS, OHIO

Consign Your Household Goods Shipments to

DAN EDWARDS at COLUMBUS

Packing—Shipping—Storage—Local and Long Distance Moving—Steel and Concrete Warehouse—Private Siding

EDWARDS TRANSFER AND STORAGE CO.
426 North High St., Columbus, Ohio

Member—National Furniture Warehousemen's Assn., Ohio Warehousemen's Assn.

TOLEDO, OHIO

**HERE IS REAL
WAREHOUSE SERVICE**



Every Known Modern Warehouse Facility

U. S. GENERAL BONDED WAREHOUSE NO. 6

U. S. CUSTOM BONDED

GREAT LAKES

TERMINAL WAREHOUSE CO.

321-357 MORRIS ST. TOLEDO, OHIO

Private Siding B.&O. and N.Y.C. R.R.'s
TOLEDO'S LARGEST—FINANCIALLY
RESPONSIBLE—WAREHOUSE

COLUMBUS, OHIO

CHAS. F. COHAGAN, PRES.
IDEALLY LOCATED

COLUMBUS: — In the Center of Ohio.
THE MERCHANDISE WAREHOUSE CO.: — In the Center of Columbus.

SERVICE: — That means more business for you at less expense.
Let us serve you at Columbus.

PRIVATE SIDING ON N. Y. CENT. RY.
U. S. Customs Bonded



The Merchandise Warehouse Co.
370 W. Broad St. Columbus, Ohio

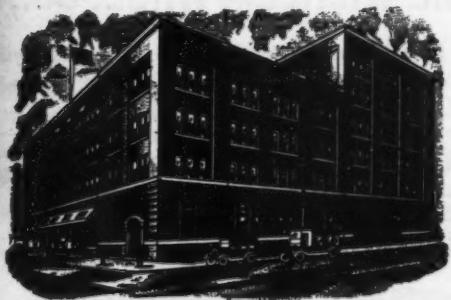
MEMBER: A.W.A.—O.W.A.—A.C.W.

COLUMBUS, OHIO

MERCHANDISE STORAGE and DISTRIBUTION

LOW INSURANCE

FIRE PROOF



THE NEILSTON WAREHOUSE CO.

MARION, OHIO

MERCHANTS TRANSFER COMPANY

160 McWilliams Court, Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods and Machinery. Packing and Shipping. Private Siding New York Central Lines

MEMBER M.A.W.A.

TOLEDO, OHIO

"QUICK SHIPPERS"

TOLEDO TERMINAL WAREHOUSE, INC.

128-138 VANCE STREET, TOLEDO, OHIO

Merchandise storage . . . Pool car distribution . . . Fireproof . . . Private siding Nickel Plate Road . . . Free switching . . . Negotiable receipts . . . Transit storage arrangements . . . Motor truck service . . . Located in jobbing District . . . U. S. Customs Bonded.

MEMBERS: American Warehousemen's Association
Ohio Warehousemen's Association
Toledo Chamber of Commerce

SPRINGFIELD, OHIO

WAGNERS SERVICE, INC.

Pennsylvania Railroad and Lowry Ave.

A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

Member of A. W. A.

YOUNGSTOWN, OHIO

THE WM. HERBERT & SON CO.

EST. 1887

CRATING—PACKING—MOVING

STORAGE

YOUNGSTOWN, OHIO

TOLEDO, OHIO

The RATHBUN CARTAGE CO.

2941-2951 MONROE STREET

"Rathbun" is fully equipped to efficiently handle your merchandise and household warehousing needs in Toledo. . . . Moving, packing, shipping, storing. . . . Riggers and machinery movers. . . . POOL CARS SOLICITED. . . . Local & Long Distance Moving.

Member O.F.W.A.—O.W.A.

The Producers of
Forbes Coffee and Tea

select their

Merchandise and Cold Storage Warehouses
from the pages of this magazine

OKLAHOMA CITY, OKLA.

Member A. W. A.—A. C. W.

Commercial Warehouse Co.50,000 sq. ft. for Exclusive Merchandise Storage
Pool Car Distributors

Free Switching

14c. Insurance rate

OKLA. CITY, OKLA.

Established 1889

O. K. Transfer & Storage Co.

General Warehousing and Distribution

**MOTOR
TRUCKS
& TEAMING****HOUSEHOLD
GOODS****MERCHANDISE**MEMBERS
N.W.A., A.W.A.
Dist. Service, Inc.

OKLAHOMA CITY, OKLA.

Bonded Under State Law

Oklahoma Bonded Warehouse CompanyMerchandise Warehousing
Pool Car DistributionFree Switching
Private Trackage
P. O. Box 122250,000 Sq. Ft.
Floor Space.
Fireproof

OKLAHOMA CITY, OKLA.

Fireproof Warehouse for Mer-
chandise and Household Goods
Automatic Sprinkler System
Office and Warehouse
2-4 East California AvenueWe Solicit Your Accounts for
Transfer and Storage
Members of American
and National Warehousemen's
Associations

TULSA, OKLA.

Joe Hodges Fireproof Warehouse

Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit
your shipments to our city and assure you we will reciprocate
and guarantee prompt remittance. Located on Railroad.
Best Service Obtainable.

Member American Warehousemen's Association, American Chain of Warehouses

PORTLAND, ORE.

Colonial Warehouse and Transfer Co.Operating Public and Custom Bonded Warehouses
Licensed under the U. S. Warehouse Act
Merchandise, Storage and Distribution
Private Siding Free Switching Sprinklered
1132 N. W. GLISAN STREET

PORTLAND, ORE.

OREGON TRANSFER COMPANY

Established 1848

1238 Northwest Glisan Street Portland, Oregon

U. S. BONDED and PUBLIC WAREHOUSESMerchandise Storage and Distribution
Lowest Insurance Rates—Sprinkler EquippedMember A. W. A.
Eastern Representatives Distribution Service, Inc.

PORTLAND, ORE.

HOLMAN TRANSFER CO.

1306 N. W. HOYT STREET

General Merchandise Storage and
Distribution

Private Siding All Railroads Entering Portland

Located in the center of wholesale and jobbing district.

**POOL CAR DISTRIBUTION
A SPECIALTY**Member A. W. A.—Amer. Chain.
Established 1864

PORTLAND, ORE.

**GENERAL MERCHANDISE WAREHOUSING
AND TRANSPORTATION**Pool Cars and L. C. L. Distribution to the Pacific Northwest and Inland
Empire with Free Pick Up and Delivery Service to All Main Points.
Route your shipments Via Water or Rail to us at our private Siding.**PIHL TRANSFER & STORAGE CO.**

1231 N. W. Hoyt St.

Portland, Oregon

Our Personal Supervision assures you prompt and proper service.

PORTLAND, ORE.

COVER THE NORTHWEST
THROUGH**RUDIE WILHELM WHSE. CO., INC.**

Rudie Wilhelm, Pres.

Member A.W.A.

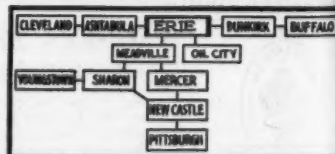
U. S. Bonded—Concrete Building—A. D. T. Sprinkler SystemComplete Facilities for Storage and Distribution
of All Commodities

Agents: Universal Transcontinental Freight Service

BETHLEHEM, PA.

500,000 CU. FT. COLD STORAGE
200,000 SQ. FT. DRY & HOUSE-
HOLD STORAGEServing
ALLENTOWN
BETHLEHEM
AND EASTON
Private Siding
LEHIGH & NEW
ENGLAND R. R.Lehigh and New England Terminal Warehouse Company
15th Avenue, North of Broad Street, Bethlehem, Pa.

ERIE, PA.

**THE ERIE
STORAGE
& CARTING
COMPANY**

1502 SASSAFRAS ST., ERIE, PA.

Trackage on New York Central
Lines and switching to all other
lines. Unexcelled facilities for han-
dling shipments of merchandise and
household goods. Branch house
service for manufacturers. Pool cars
distributed.MEMBER: ALLIED VAN LINES — N.F.W.A.
P.F.W.A.—Rotary and Kiwanis**THE IRWIN
TRANSPORTATION
COMPANY**1502 Sassafras St.
Erie, Pa.Overnight service
on merchandise to
all of the above
cities.

Feidelson Takes Over Operation of a B. & O. Warehouse in New York

A. O. FEIDELSON has taken over the warehouse property of B. & O. Stores, Inc., at 26th Street and 11th Avenue, New York City, and will operate it under the name of A. O. Feidelson, Inc.

Since 1919 Mr. Feidelson has been specializing in radio, refrigerator and washing machine distribution, handling the manufacturers' products from freight car to installation at point of sale. In 1931 the Feidelson company located at 201-215 11th Avenue, occupying 50,000 square feet, which will continue to be operated for the same purpose.

The firm's general offices will be moved to the B. & O. Stores building. Associates with A. O. Feidelson as president are Robert Feidelson, vice-president and secretary, and E. K. Feidelson, treasurer.

The operating personnel will remain virtually intact except that Robert E. Barry, who has been assistant manager of B. & O. Stores for the past seven years, is now general manager. Irvin W. Mead, who was treasurer and manager of B. & O. Stores, continues affiliation with the Baltimore & Ohio Railroad Co. The property itself is divorced from railroad connection.

The consolidation of the Feidelson company and B. & O. Stores gives the former organization 300,000 square feet for warehousing and distribution.

Mr. Feidelson plans to take over the B. & O. Stores membership in the merchandise division of the American Warehousemen's Association. He is a member of the Warehousemen's Association of the Port of New York.

Gaddis New President of Association in Portland

THE Portland Draymen and Warehousemen's Association, Portland, Ore., recently elected as its president S. M. Gaddis, secretary and treasurer of Hunt Transfer Company, Inc. Mr. Gaddis also is president



S. M. Gaddis

of Hunt Transfer Company, a separate organization operating in Seattle.

W. C. Francis continues as manager of the Portland group.

Boise Cold Storage Company Builds

Construction of the first of three refrigerated storage buildings planned by the Boise Cold Storage Company, Ltd., Boise, Idaho, was expected to be completed during June. This first unit, costing \$8,500 and 115 feet long by 55 feet wide, on company property near railroad tracks, will be leased to the B. F. Hurst Packing Co.

HARRISBURG, PA.

Pool Cars

Efficiently
Handled
Merchandise
and
Household
Goods Storage



HARRISBURG STORAGE CO.
P. R. R. Siding **HARRISBURG, PA.**
American Warehousemen's Association, National Furniture
Warehousemen's Association, Penna. Furniture Warehousemen's
Association, American Chain of Warehouses

HAZLETON, PA.

CHRIST N. KARN, Prop.

KARN'S TRANSFER & STORAGE

FIREPROOF STORAGE WAREHOUSE

Household Goods Storage, Packing, Shipping

Merchandise Storage and Distribution

Pool Cars Distributed. Local and Long Distance Hauling

Members of Mayflower Warehousemen's Association

LANCASTER, PA.

Keystone Express & Storage Co.

STORAGE—DISTRIBUTORS—FORWARDERS

Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS

MOTOR SERVICE

Siding on P. R. R. and P. & R.

LANCASTER, PA.

LANCASTER STORAGE CO.

LANCASTER, PA.

Merchandise Storage, Household Goods, Transferring,
Forwarding

Manufacturers' Distributors, Carload Distribution, Local
and Long Distance Moving

Members May. W.A.—P.F.W.A.

OIL CITY, PA.

CARNAHAN Transfer and Storage

The most reliable transfer in Venango County. Fireproof warehouse. Private rooms for furniture and pianos. General hauling. Overland hauling. Piano moving. Furniture packing a specialty.

Forwarding agents

Members N. F. W. A.

PHILADELPHIA, PA.

A responsible nation-wide moving service. Call upon us when transferring representatives any place in the United States, Canada or abroad.

ATLAS STORAGE COMPANY

Agent: ALLIED VAN LINES, INC.

ATLAS TRANSPORTATION COMPANY

operating under tariffs filed with I.C.C.

4015 WALNUT STREET

Telephone: EVERGREEN 1200

Cable address: BOWLINGVAN

PHILADELPHIA, PA.

Est. over 50 years.

FENTON STORAGE CO.

Absolutely Fireproof

46th and Girard Ave.

Cable Address "Fence"

P. R. R. Siding

Storage, moving and distribution of household goods and merchandise.

PHILADELPHIA, PA.

68 Acres OF FLOOR SPACE



Motor Truck SERVICE

We own and operate a fleet of motor trucks to provide "Store door" delivery throughout the Philadelphia trading area and are especially equipped to render "next morning" delivery anywhere within the area shown in the above map.



TERMINAL WAREHOUSE COMPANY

Delaware Ave. and Fairmount

Members—A. W. A., N. F. W. A., Pa. F. W. A.

Represented by DISTRIBUTION SERVICE, INC.

100 Broad Street, NEW YORK CITY . . . Bowling Green 9-0986
624 Third Street, SAN FRANCISCO . . . Phone Sutter 3461
219 East North Water Street, CHICAGO . . . Phone Sup. 7180

An Association of Good Warehouses Located at
Strategic Distribution Centers



PHILADELPHIA, PA.

Fidelity—20th Century Storage Warehouses General Offices—1811 Market St.

H. NORRIS HARRISON, Pres. F. L. HARNER, Vice-Pres., Treas.
LEAH ABBOTT, Secy.

Bus type vans for speedy delivery anywhere. We distribute pool cars of household goods. Prompt remittance.

Assoc. A. W. A., N. F. W. A., Can. S. & T., F. F. W. A.

PHILADELPHIA, PA.

GALLAGHER'S WAREHOUSES

Executive Offices—708 So. Delaware Ave.
General Merchandise Storage and Distribution

U. S. Bonded and Free Stores

Direct Railroad Sidings: Penna. R. R.—Reading R. R.
Company owns fleet of motor trucks for city and suburban deliveries

PHILADELPHIA, PA.

BUELL G. MILLER, President

MEMBER



MILLER

North Broad Storage Co.

BROAD & LEHIGH & BRANCHES

Member M.W.A., F.F.W.A., F.M.T.A., C.F.M.A. of Pa.

PITTSBURGH, PA.

DUQUESNE WAREHOUSE CO.

Office: Duquesne Way and Barbeau St.

Merchandise Storage & Distribution

Members A. W. A.

Stodghill Leaves Warehousing to Return to Hotel Business

WILLIAM L. STODGHILL has resigned as treasurer and general manager of the Fireproof Storage Company, Louisville, to become assistant to S. S. Friedman, managing director of The Kentucky, a local hotel. He assumes his new duties on July 1.

Identified with Fireproof since 1924, Mr. Stodghill had earlier spent sixteen years in the hotel business—nine with the Seelbach in Louisville, one with the Sinton in Cincinnati, and six as assistant manager of the Cleveland in Cleveland.

A past president of the Motor Truck Club of Kentucky, Mr. Stodghill is a past vice-president and director of the Mayflower Warehousemen's Association and is an executive vice-president of American Trucking Associations, Inc. During NRA he was a member of trucking's national Code Authority and chairman of the Kentucky State Code Authority. He is a member of the Pendennis Club.

Thompson Firm, Chicago, Leases Plant

The National Enamel & Stamping Co.'s six-story and basement warehouse, containing about 105,000 square feet of floor space, at 348-358 West Kinzie Street, Chicago, has been taken over by Thompson Terminal Warehouses, Inc., for a term of ten years at a rental of \$170,000.

The lease provides that the lessor make extensive alterations, install a heating plant and radiation system and make other improvements at an expenditure of between \$25,000 and \$30,000.

The lessee is to take possession of the premises at once.

PITTSBURGH, PA.

"33 Years of Service"

Merchandise

Warehouses
Sprinkler Protected

Distributors
Penna. R. R. Siding

Kirby Transfer & Storage Co.
2538 Smallman St. Pittsburgh, Pa.

PITTSBURGH, PA.

THOMAS WHITE, Owner and Manager

WHITE TERMINAL CO.

16th - 17th and PIKE STS.

PITTSBURGH



Our combination of a modern trucking service and an efficient warehousing organization is ideal in serving all the needs of distributors in this territory. Our building is modern, sprinklered and located right in the heart of Pittsburgh's jobbing district. Private siding on the Penna. R.R.

Also Operating **WHITE MOTOR EXPRESS**

SCRANTON, PA.

R. F. POST

DRAYMAN & STORAGE WAREHOUSE

221 Vine St.

HOUSEHOLD STORAGE
MERCHANDISE STORAGE
LOCAL AND LONG DISTANCE MOVING
PRIVATE SIDING, D. L. & W. R. R.

POOL CARS
PACKING

Pamphlet on Proper Boxing of
Small Household Articles

The Freight Container Bureau of the Association of American Railroads has issued an illustrated pamphlet, Bulletin No. 29, titled "Packing of Small Articles of Furniture in Corrugated and Solid Fibreboard Boxes." A copy may be had by addressing the Bureau at 30 Vesey Street, New York City.

"Damage to this commodity," says an explanatory release, "has been a serious and continuous source of trouble to the shippers, the consignees and the railroads alike, and this bulletin has been prepared to indicate to all interested parties how, by efficient packing, this situation may be greatly improved. Certain basic principles of proper interior packing are described and illustrated, which principles are not only applicable to the specific articles covered in the bulletin but also may be adapted to the packing of practically any small article of furniture."

Young Again Heads Klamath Local

The Klamath Draymen's Association, Klamath Falls, Ore., at its recent annual meeting reelected as its president M. J. Young, manager of the Klamath Falls Transfer & Storage Co. Warren C. Bennett, manager of People's Warehouse, was reelected secretary-treasurer.

New Chicago Firm

Albert Peterson, Marie S. Peterson and Charles Schrade have incorporated the Ace Warehouse Co., 417 West Ohio Street, Chicago, to engage in general merchandise storage business. Capital, 100 shares of par value common stock.

SCRANTON, PA.

The Quackenbush Warehouse Co.

219 Vine Street

MERCHANDISE AND HOUSEHOLD GOODS
STORAGE POOL CAR DISTRIBUTION
D L & W and D & H Sidings
Member of Allied Distribution, Inc.



UNIONTOWN, PA.

H. D. RYAN—L. G. HOWARD, Proprietors

KEYSTONE TRANSFER CO.

31 EAST SOUTH ST.

HOUSEHOLD GOODS PACKED, SHIPPED, STORED
LONG DISTANCE MOVING
Private Siding Pennsylvania R.R.

WILKES-BARRE, PA.

WILKES-BARRE STORAGE CO.

General Storage and Distribution

Prompt and Efficient Service
Storage-in-Transit and Pool Cars

19 New Bennett St.

Wilkes-Barre, Pa.

WILLIAMSPORT, PA.

WILLIAMSPORT STORAGE CO.

FIREPROOF BUILDING—416 FRANKLIN STREET
P. R. R. SIDING

MERCHANDISE STORAGE and DISTRIBUTION
HOUSEHOLD GOODS—DRAYAGE

IDEAL DISTRIBUTING POINT FOR CENTRAL PENNSYLVANIA

PROVIDENCE, R. I.

CADY MOVING & STORAGE CO.

FIREPROOF WAREHOUSE

Storage, Moving, Shipping
80-90 Dudley St.

Member National Furniture Warehousemen's Assn.



PROVIDENCE, R. I.

Terminal Warehouse Company of R. I., Inc.

Storage all kinds of General Merchandise, Pool Car
Distribution. Lowest Insurance.

Trackage facilities 50 cars. Dockage facilities on
deep water.

Shipping directions South Providence, R. I.

CHARLESTON, S. C.

Charleston Warehouse and Forwarding Corp.

Merchandise Storage and
Distribution of Pool Cars

Modern Concrete Warehouse. 100,000 Square Feet of Storage Space.
Private Tracks Connecting with All Railroad and Steamship Lines.
Motor Truck Service.

Members of the American Chain of Warehouses, Inc.

KNOXVILLE, TENN.

J. E. Dupes, Pres. & Gen. Mgr.—C. H. Paul, Treas.

Rowe Transfer & Storage Co.

416-426 N. Broadway

Household Goods and Merchandise Storage and
Distribution. Pool Car Distribution.
Fireproof Warehouse. Low Insurance.

Agent, Ace Mayflower Transit Company
Member, Mayflower Warehousemen's Association & S. W. A.



KNOXVILLE, TENN.

**FIREPROOF STORAGE &
VAN COMPANY, Inc.**

Successors to Knoxville Fireproof Storage Co.

201-211 Randolph St.

Knoxville, Tennessee

135,000 square feet on Southern Railway tracks.

Equipped with Automatic Sprinkler

Insurance at 12c. per \$100.00
per annum.
Pool Cars distributed.

Household goods shipments
solicited. Prompt remittances
made.

MEMBERS

American Warehousemen's Ass'n

PROMPT AND EFFICIENT SERVICE

MEMPHIS, TENN.

S. S. DENT, Pres.

GENERAL WHSE. & DIST. CO.

435 So. Front St.

"Good housekeeping, accurate records, Personal Service"
Located in the center of the Jobbing & Wholesale district.

Sprinklered
Private R. R. siding

Low Insurance
Perfect service

MEMPHIS, TENN.

L. E. McKNIGHT, Pres.

OUR CUSTOMERS

ARE THE BEST ADS WE HAVE, BE-
FORE SETTLING IN MEMPHIS. LET
US GIVE YOU THEIR NAMES.

MERCHANTS

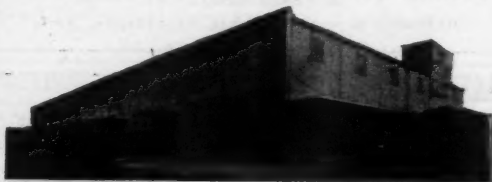
WAREHOUSE CO., Inc.

Member, Associated Warehouses, Inc.

MEMPHIS, TENN.

Established 1856

PATTERSON TRANSFER COMPANY



New River and Rail Terminal Warehouse. Merchandise Storage
and Pool Car Distribution. Lowest Rates—\$1.10 per \$1,000.00 per
Annum. Bonded Agents of all Rail and Barge lines. Let us serve
you in the Mississippi Valley.

Member of A.W.A. and A.C.W.

MEMPHIS, TENN.

Pres. J. H. POSTON
Secy. and Treas. W. H. DEARING

**JOHN H. POSTON
STORAGE WAREHOUSES**

INCORPORATED

671 to 679 South Main St.

Established 1894

Insurance Rate \$1.41 per \$1,000 per Annum
DISTRIBUTION A SPECIALTY

MEMPHIS, TENN.

"SERVICE"

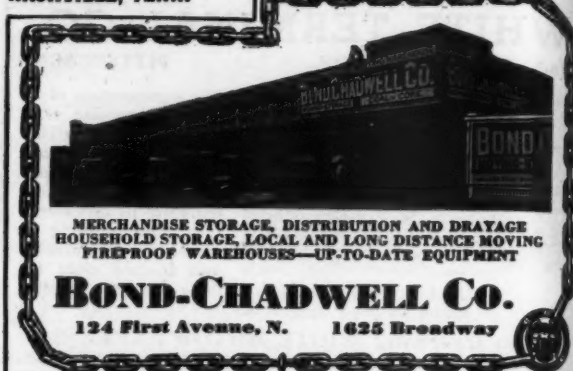
ROSE WAREHOUSE CO.

2-8 East and 2-12 West Calhoun Avenue, Memphis, Tennessee

Merchandise Storage and Pool Car Distribution

"SERVICE"

NASHVILLE, TENN.



MERCHANDISE STORAGE, DISTRIBUTION AND DRAYAGE
HOUSEHOLD STORAGE, LOCAL AND LONG DISTANCE MOVING
FIREPROOF WAREHOUSES—UP-TO-DATE EQUIPMENT

BOND-CHADWELL Co.

124 First Avenue, N. 1625 Broadway

NASHVILLE, TENN.

521 Eighth Ave., So.

Central Van & Storage Co.

MERCANTILE AND HOUSEHOLD STORAGE

WAREHOUSE STOCK and POOL CAR DISTRIBUTION

Fire Proof Warehouse Space—Centrally Located

NASHVILLE, TENN.

Nashville Warehousing Co.

GENERAL STORAGE

POOL CAR DISTRIBUTION

FREE SWITCHING—CITY TRUCKING

NASHVILLE, TENN.

ESTABLISHED 1886

The PRICE-BASS CO.

194-204 Hermitage Ave.

Merchandise Storage



Automatic Sprinklered — Lowest
Insurance Spot Stock and Pool
Car Distribution — Private
Siding — Free Switching
Motor Truck Service.

AMARILLO, TEXAS

WM. C. BOYCE

J. A. RUSH



Armstrong Transfer & Storage Co., Inc.

Distributors of Merchandise

BONDED WAREHOUSES

Amarillo and Lubbock, Texas

Contract operators for all rail lines and Uni-

versal Carloading and Distributing Company.

Member Mayflower W. A.—Amarillo Warehouse-

men's Association—American Chain of Warehouses



Pettengill "Long and Short Haul" Bill Fails of Enactment; Expected to be Reintroduced Next Session

(Washington Correspondence): The Pettengill bill, designed to repeal the "long and short haul" clause of the I.C.C. Act, is dead.

It will not be passed by the Senate this session of Congress, and thus its sponsors will have to reintroduce it in the 75th Congress next January, with all the attendant troubles of new legislation. The bill was passed by the House earlier in this session but met its stumbling block in the Senate.

Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, declared it would be impossible for the bill to be pushed through the upper House this session. He indicated that there were numerous witnesses yet to be heard, and an extended debate on the floor of the upper House in prospect, in the event the measure was reported to the Senate.

Senator Wheeler was one of the outspoken opponents of the bill to allow the railroads to cut their rates for a long haul below the aggregate of charges for the intermediate points on the same run. Its passage would have been a severe blow to the trucking interests of the country, especially those in the West.

Chairman Wheeler had recently recessed the Senate hearings on the long and short haul repealer, while there were about 50 witnesses listed for appearance, mostly opponents of the measure.

After the two national conventions, Congress is expected to have cleaned up the major work on the pending "must" legislation, and then will go home for summer campaign work.

Supporters of the bill have indicated it will be reintroduced next January. With the strong pressure of the railroads behind it, it may duplicate its feat this year of passing the House. However, the growing strength of the truckers throughout the country, plus the compact opposition bloc in Congress, may defeat or delay indefinitely its enactment.

While Senator Wheeler is chairman of the Senate Interstate Commerce Committee—and he will be for at least four more years—he will strongly oppose this type of legislation. And as committee chairman, his opposition is a great factor for passage or defeat of a bill within his jurisdiction.—(Edwin Hartrich.)

Railroad Surcharges Temporary

(Washington Correspondence): Railroad emergency charges will continue in effect for the remainder of the year, but will not be made permanent, the Interstate Commerce Commission has decided.

The railroads asked that the surcharges scheduled to become inoperative June 30 to be continued indefinitely. Increased earnings under the higher rates were estimated at \$105,000,000; and while the I.C.C. conceded the need for supplemental revenues, it decreed they should not continue longer than is necessary to permit study of truck tariffs and readjustment on the basis of those tariffs.—(H. M. Manning.)

Merger in Detroit

Abrams Moving & Storage Co., H. L. Leonard Storage Co. and Wilson Brothers have pooled their Detroit household goods storage businesses under the title of Atlas Storage Co., which has opened a three-story building, 100 by 55 feet, at 6201 West Grand River Avenue. The Abrams, Leonard and Wilson firms will continue to operate independently in the moving field. William Wilson is secretary and treasurer of Atlas and in direct charge of operations.

CORPUS CHRISTI, TEX.

C. M. Crocker—Pres. J. W. Crocker—Vice Pres.
May Crocker—Sec. & Treas.

CROCKER TRANSFER AND STORAGE CO., Inc.

Established 1912
Distribution Pool Cars or Boat Shipments
Merchandise & Household Goods
Storage—Drayage—Crating

Members — A.W.A. N.F.W.A. S.W.T.A. A.C.W.

DALLAS, TEXAS

REFERENCE ANY DALLAS BANK

AMERICAN TRANSFER & STORAGE CO.

BONDED FIREPROOF WAREHOUSES
MERCHANDISE—HOUSEHOLD GOODS
POOL CARS DISTRIBUTION LOCAL DRAYAGE
K. K. NEISENBACH JACK ORR

DALLAS, TEXAS

In Dallas It's Binyon-O'Keefe

With three warehouses having a total of 190,000 square feet of floor space; with our private side and free switching to Dallas' eleven Trunk Line Railroads—in Dallas, Binyon-O'Keefe is best prepared to serve you.



For 60
Years

BINYON-O'KEEFE
Fireproof Storage Co.

For 60
Years



Dallas
Associated with Distribution Service, Inc.

DALLAS, TEXAS.

E. D. Halcum Geo. K. Weathered
(Established 1875)

DALLAS TRANSFER AND TERMINAL WAREHOUSE CO.

Second Unit Santa Fe Building
Dallas, Texas

Modern Fireproof
Construction—
Office, Display,
Manufacturers, and
Warehouse Space



Operators of Long Star Package Car Company
(Dallas Division). Daily service via rail from St. Louis
and C.F.A. territory to all Texas points.
Semi-weekly service via Morgan Steamship Line from New York and Seaboard
territory to all Texas points. H & N T Motor Freight Line, serving South,
Central, North Texas and Oklahoma.

MEMBERS { A. W. A. N. F. W. A. American Chain of Warehouses
Southwest Warehouse & Transfermen's Assn. Rotary Club

DALLAS, TEXAS

Dallas-Trinity Warehouse Company

"Courtesy With Unexcelled Service"
Complete Warehousing

R. E. Abernathy, Pres.

3205 Worth, Box 26, Dallas

Fl. Worth-Trinity Warehouse Co. Also Cavanaugh-Trinity Warehouse Co.
Fl. Worth, Texas Cavanaugh, Texas
Member of N.F.W.A.—A.W.A.—S.W.A.

DALLAS, TEXAS

The Interstate Fireproof Storage & Transfer Co.

301 North Market St.
Merchandise Storage and
Distribution.



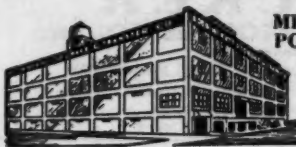
Household Goods Storage, Moving &
Packing—Long Distance Hauling
Associate Managers

W. I. Ford

R. E. Eagon



DALLAS, TEXAS

SPECIALIZING

**MERCHANDISE STORAGE
POOL-CAR DISTRIBUTION**

**SERVING THE GREAT
SOUTHWEST AREA**

**EVERY ACCOUNT IS
PERSONALLY SUPERVISED
BY THE MANAGEMENT.**

KOON-McNATT STORAGE & TRANSFER CO.

911 MARION ST.

**CONTRACT OPERATORS FOR ALL RAIL LINES AND
UNIVERSAL CARLOADING & DISTRIBUTING COMPANY**
Over 10,000,000 Pounds of Freight Handled Monthly for Dallas Shippers

DALLAS, TEXAS

*A Complete Merchandise Warehouse
Service*

**COLD STORAGE—MERCHANDISE STORAGE
YARD STORAGE—RENTALS**

MORGAN WAREHOUSE and COMMERCIAL COMPANY

Houston Street at McKinney Avenue, 1917 North Houston Street,
703 McKinney Avenue, Dallas, Texas.

The business address of a number of the largest manufacturers in the world. A splendid modern plant. A strategic distribution center. A highly specialized organization placing at your command the finest SERVICE that skill and willingness can offer.

FORT WORTH, TEXAS

In Fort Worth It's Binyon-O'Keefe

With three warehouses having a total of 250,000 square feet of floor space; with our private side and free switching to Fort Worth's eleven Trunk Line Railroads—in Fort Worth, Binyon-O'Keefe is best prepared to serve you.



For 60
Years

BINYON-O'KEEFE
Fireproof Storage Co.

For 60
Years



Fort Worth
Associated with Distribution Service, Inc.

FORT WORTH, TEXAS

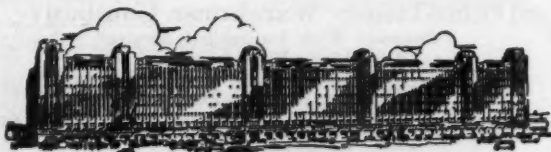
Storage, Cartage, Pool Car Distribution

O. K. Warehouse Company, Inc.

255 W. 15th St.

Fort Worth, Tex.

FORT WORTH, TEXAS



The Southwest's Finest Warehouse

**MERCHANDISE STORAGE
POOL CAR DISTRIBUTION, OFFICE DISPLAY
AND WAREHOUSE SPACE**

Texas and Pacific

Terminal Warehouse Co.

HARLINGEN, TEXAS

Jones Transfer & Storage Co., Inc.

Warehouses located at Harlingen, Brownsville, McAllen, Edinburg.
Merchandise storage—pool car distribution, daily motor freight lines.
Furniture vans—equipment for heavy hauling.

Service Covers the Lower Rio Grande Valley

**Warehouseman May Raise Rates to
Customers to Reimburse Self for
All Social Security Taxes Paid**

(Washington Correspondence): Warehousemen and truckmen may increase their rates or through other business methods may place the burden of the new social security tax on the ultimate consumer without coming in conflict with the Federal Government.

The Social Security Board, in explanation of the tax-ation problems of the businessmen under this law, points out that it is merely concerned with the honest payment of the required taxes, with no strings attached otherwise to the participants, either employer or employee.

Thus a warehouseman may change his rates so as to compensate himself for the annual tax levied on the total amount of his payroll, which is paid to State and Federal Governments for the unemployment compensation program. This change of rates, or shifting the tax to the customers, does not have to be made public to customers or mentioned to Government agencies on any of the tax forms used.

However, the employer cannot compensate himself for the payment of the security tax by directly or indirectly forcing his employees to bear the cost of the employer's share of the program. This is prohibited by the Federal Act.

The Bureau of Internal Revenue will issue the rules and regulations regarding the collection of taxes to be levied under the Act.

All queries concerning the employer or employee phases of the taxes will be handled by the Bureau.—(Edwin Hartrich.)

(See "L C L from the Editor", page 5.)

**Drinkwater Firm Sends Largest
Shipment on the "Queen Mary"**

WHEN the British super-liner *Queen Mary* moved out of New York early in June on the return trip of its maiden voyage it carried as its largest single shipment a consignment of household goods packed by Drinkwater Sons, Inc., a furniture storage firm in Greenwich, Conn.

The goods, property of a Greenwich resident removing to England, were in five large van bodies built and packed by Drinkwater labor. One by one the vans, each 18 by 8 by 8 feet, were hauled onto a huge platform truck, which made five trips from Greenwich to New York. There they were assembled at one spot and hoisted into the steamship's hold.

The Drinkwater firm received some fine publicity in the *Greenwich Press*, and supplemented this with display advertising which, appearing in the same newspaper, capitalized on this unusual removals job. The advertising text concluded:

"You may not require that your furniture be packed for shipment on the *Queen Mary*, but whether you wish to move around the block or around the world we can serve you well. May we have your order?"

New Firm in McAllen, Texas

McAllen Bonded Warehouse Co. has been organized in McAllen, Texas, to do a merchandise storage and distribution business in a newly-constructed \$16,000 modern two-story warehouse, concrete, containing 15,000 square feet of floor space and located in the West McAllen industrial district and with Missouri Pacific rail sidings.

L. L. O'Neill, a pioneer McAllen business man, is president, and H. M. O'Neill is secretary-treasurer.

HOUSTON, TEXAS

Houston Terminal Warehouse & Cold Storage Company
General Storage Cold Storage U. S. Custom Bonded
Pool Car Distribution
Office Space Display Space Parking Space
Lowest Insurance Rate

New York Representative
Phone Plaza 3-1235

Chicago Representative
Phone Harrison 1496

HOUSTON, TEXAS

PATRICK TRANSFER & STORAGE CO.

Shipside and Uptown Warehouses
Merchandise Storage and Distribution
Operators—Houston Division
LONE STAR PACKAGE CAR CO.

1302 Nance St.

Houston, Texas

HOUSTON, TEXAS

**UNIVERSAL TERMINAL
WAREHOUSE COMPANY**

Fireproof Storage—Sprinklered Warehouses

New York Office: 100 Broad Street
Chicago Office: 427 West 27th Street

HOUSTON, TEXAS

IN HOUSTON

**Westheimer
Transfer and Storage Co., Inc.**

Fifty-three Years of Dependable Service
SERVICE TO COVER EVERY BRANCH OF THE INDUSTRY

Benj. S. Hurwitz
President

Members N. F. W. A.
State and Local Assn.

LONGVIEW, TEXAS

ROY WILSON TRANSFER & WAREHOUSE CO.

BONDED

Household Goods and Merchandise Storage
Pool Car Distribution

Store in Longview—the most centrally located city
in the East Texas Oil Field

SAN ANTONIO, TEXAS

**MERCHANTS TRANSFER & STORAGE CO.
FIREPROOF BONDED WAREHOUSE**

Complete Storage and Distribution Service

over 50 years of satisfactory service

Member of A.W.A.—N.F.W.A.—S.W.A.

SAN ANTONIO, TEXAS

Muegge-Jenull Warehouse Co.
BONDED FIREPROOF

POOL CAR DISTRIBUTORS
STORAGE AND DRAYAGE
Dependable Service Since 1913

SAN ANTONIO, TEXAS

Scobey Fireproof Storage Co.

HOUSEHOLD - - - MERCHANDISE
COLD STORAGE - - - CARTAGE

DISTRIBUTION

INSURANCE RATE - - - 10c

Members of 4 Leading Associations

SAN ANTONIO, TEXAS



SOUTHERN TRANSFER CO., INC.

FIREPROOF BONDED STORAGE

U. S. Customs Bonded Warehouse—
Cartman's Permit No. 1

TYLER, TEXAS

EAST TEXAS TERMINAL WAREHOUSE CO., Inc.

Serving the World's Largest Oil Field
and All of North and East Texas.

The highest type of BONDED Storage
and Warehouse facilities.

POOL CAR DISTRIBUTION

Members—S.W.A.

415-17 N. College and Cottonbelt tracks.

TYLER, TEXAS

Tyler Warehouse and Storage Company

Bonded under the Laws of Texas

General Storage and Distribution from the Center of East
Texas. Specializing in Pool Cars Merchandise.

WICHITA FALLS, TEXAS

Wichita Falls Fireproof Warehouse

(Reinforced concrete)

Motor Freight Service to All Territory

Tarry Warehouse & Storage Company, Inc.

Members { National Furn. Warehousemen's Assn.
Southwest Warehouse & Transferrmen's Assn.
See TYLER-TARRY-FACG Co. Associated

OGDEN, UTAH

**Western Gateway Storage
Company**

COLD AND DRY STORAGE

A Modern Commercial Warehouse
Bonded Service

Member American Warehousemen's Assn.



SALT LAKE CITY, UTAH

CENTRAL WAREHOUSE

Fireproof

Sprinklered

Insurance rate 18c. Merchandise Storage. Pool Car Distribu-
tion. Office Facilities.

Member A. W. A.

SALT LAKE CITY, UTAH

DOOLY TERMINAL WAREHOUSE

"IT'S THE LOCATION"

213 So. First West St.

FACILITIES—55,000 sq. ft.; Slow
burning brick, steel and mill const.;
Floor load 250 lbs.; Sprinkler sys.;
A.D.T.; private watchman; insurance
rate, 14c. Interurban Electric siding;
free switching from all R. R's.

SERVICE FEATURES—Bonded, Pool

car distribu-

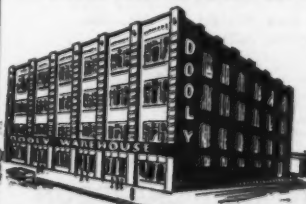
tors. Mer-

chandise

storage; col-

lections made

and promptly



paid; extending all services of a branch house except the
actual selling. Free pick-up and delivery service from ware-
house to transportation depots. Office space.

ASSOCIATIONS—Utah Warehousemen's Assn.

IDEALLY LOCATED—On the edge of Salt Lake's business
and financial district and right in the center of the jobbing
section—in the heart of all business activity, and the
most desirable location in Salt Lake City. Our negotiable receipts are accepted by banks as collateral
against Merchandise stored in warehouse. Prompt delivery
service.



SALT LAKE CITY, UTAH

Merchandise Storage and DistributionOver 1,000,000 cubic feet reinforced concrete sprinklered space
Insurance Rate 14 Cents**JENNINGS-CORNWALL WAREHOUSE CO.**

Salt Lake City, Utah

Represented by
DISTRIBUTION SERVICE, INC.
New York—Chicago—San Francisco

SALT LAKE CITY, UTAH

"This is the Place"

FOR BETTER SERVICE**SECURITY STORAGE & COMMISSION CO.**

230 S. 4TH WEST STREET

Over 25 Years Experience

Merchandise Warehousing - Distribution
Sprinklered Building - Complete Facilities
Lowest Insurance Cost - A.D.T. Watchman Service
Office Accommodations - Display Space

Represented by American Chain of Warehouses, Inc.

New York Chicago
250 Park Ave. 33 W. Jackson Blvd.MEMBER:
A.W.A.—U.W.A.

RICHMOND, VA.

"Here, There and Everywhere"

**TANNER'S
TRANSFER & STORAGE**

General Office: 2617 Fourth Ave.

Specializing in the movement of household furniture and office equipment. Warehouse with a private railroad siding right to the door. Distribution of household goods pool cars. Members of A.T.A., V.H.U. Assn., N.O.A.

RICHMOND, VA.

160,000 Sq. Ft. Space

VIRGINIA BONDED WAREHOUSE CORPORATION

ESTABLISHED 1908

1709 E. CARY ST.

U. S. BONDED & PUBLIC WAREHOUSES

MERCHANDISE STORAGE & DISTRIBUTION

INSURANCE RATES 20c PER \$100 PER YEAR

Member A.W.A.

BUILDINGS SPRINKLERED

ROANOKE, VA.

ROANOKE PUBLIC WAREHOUSE

Capacity 500 Cars

Automatic Sprinkles

Private Railroad Siding

Accurate Accounting

We make a Specialty of Storage and Pool Car Distribution for Agents, Brokers and General Merchandise Houses.
Member of American Chain of Warehouses

NORFOLK, VA.

HOUSEHOLD AUTOMOBILE STORAGE

NEW-BELL STORAGE CORPORATION

NORFOLK, VIRGINIA

MODERN SPRINKLER EQUIPPED WAREHOUSE

50,000 SQUARE FEET PRIVATE RAIL SIDING

Lowest Insurance Rate in Norfolk. Pool Car Distribution

WE SPECIALIZE IN MERCHANDISE STORAGE

AND DISTRIBUTION

AGENTS AERO MAYFLOWER TRANSIT COMPANY

Member N.W.A. & S.W.A.



NORFOLK, VA.

Established 1892

**SOUTHGATE
STORAGE COMPANY, Inc.**MEMBER:
A.C.W.
S.W.A.
U.S.C. of C.

Write for Booklet—"7 POINT DISTRIBUTION"

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**George A. Rutherford Killed
by Firm's Night Watchman**

GEORGE A. RUTHERFORD, president of Lincoln Storage Co., Cleveland, a past director of the National Furniture Warehousemen's Association and one of the country's most widely known household storage executives, was shot and killed by his company's 70-year-old night watchman, Albert Zautner, on June



Mr. Rutherford

29. Lloyd Pease, the firm's superintendent, was shot through the groin while trying to remove the weapon from Zautner's grasp.

Zautner, after drinking beer, had been ordered home by William R. Thomas, vice-president. Zautner went to Mr. Rutherford's office, and he was quoted later in a local newspaper as saying "I became excited and lost my head."

President of the George A. Rutherford Co. and prominent as a builder, Mr. Rutherford had been president of the Advertising Club, Real Estate Board, East Cleveland Sinking Fund Commission, Prospect Avenue Association and Builders' Exchange; a director of the Chamber of Commerce, and a member of the East Cleveland Board of Education, Shaker Heights Country Club and Cleveland Athletic Club. He is survived by a son, George A., Jr., and a daughter, Mildred. Mrs. Rutherford died four years ago. He was 65 years old and lived at 1931 Rosemont Road.

The Cleveland Press said editorially:

"Mr. Rutherford was one of Cleveland's useful citizens. He was a leading figure in the contracting business and prominent in civic activities. He was a real force. His tragic death is a severe loss to the community."

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National Carloading's Routings

Effective immediately, the National Carloading Corp. will operate from New York City its option-iced refrigeration car service to Buffalo, Chicago, Cleveland, Detroit and St. Louis at no additional expense to the shipper or consignee. Iced refrigerator cars will be forwarded from Pier 2, North River, on Tuesdays, Thursdays and Saturdays. Bills of lading should be marked "Ice Refrigerator Car Service" if shipments require icing.

Since May 18 the company has been accepting and forwarding from Pier 2 freight for all points except Baltimore, Washington and Pittsburgh. Freight for these three will continue to be accepted at and forwarded from Pier 30, North River.

Freight for all points in Texas to move via water and rail service will continue to be received by the Texas Package Car Co. at Pier 36. Freight for Texas to move via "all rail" will be accepted and forwarded from Pier 2.

David Firm, Chicago, Changes Title

The title of the David Fireproof Storage Warehouses, a Chicago household goods warehousing firm of which Theodore W. David is president, has been changed to David Storage and Moving Company.

M E X I C O

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FORD V-8

TRUCKS AND COMMERCIAL CARS

Southwest Association to Hold
Annual at Dallas, Nov. 22-24

THE directors of the Southwest Warehouse and Transfermen's Association have approved a plan for holding the group's next annual convention on Nov. 22, 23 and 24 at the Adolphus Hotel in Dallas, and a blanket invitation to attend is being sent to all warehousemen in the United States.

The Texas Centennial Exposition, commemorating the 100th anniversary of Texas independence from Mexico, will still be in progress, and special committees are working to make the meeting a red-letter event in the Southwest association's history.

Through the efforts of G. K. Weatherred, Dallas, chairman of the association's Centennial entertainment committee, the management Exposition has set aside the week of Nov. 23-29 as "Warehousemen's and Transfermen's Week."

Wilson Again Heads Pennsylvania Group

WITH thirteen members attending, the Pennsylvania Warehousemen's Association held its annual meeting on June 4 at the Hotel Hershey in Hershey. The directors, all reelected, elected the following officers:

President, H. W. Wilson, operating executive of Lehigh and New England Terminal Warehouse, Bethlehem. Vice-presidents, F. D. Godley, Godley's Storage Warehouse, Philadelphia, and J. Lee Kirby, treasurer of Kirby Transfer and Storage Co., Pittsburgh. Secretary-treasurer, D. Bailey Brandt, Jr., secretary of Harrisburg Storage Company, Harrisburg.

The association's next meeting will be held at Pittsburgh in October.

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